



DVB-I for satellite operators Unlocking New Opportunities!



Arne Redl

Senior Systems Engineer Consumer Electronics
HD+



Ralph Edeine

Head of Engineering and Technical Solutions
Chairman of the DVB-HB CM

Facing the evolution of video service consumption

Satellite strenghts



- Wide Coverage
- Thousands of TV/Radios channels
- Large audience

New usages



- OTT interface as reference
- Best experience to consume linear services and contents

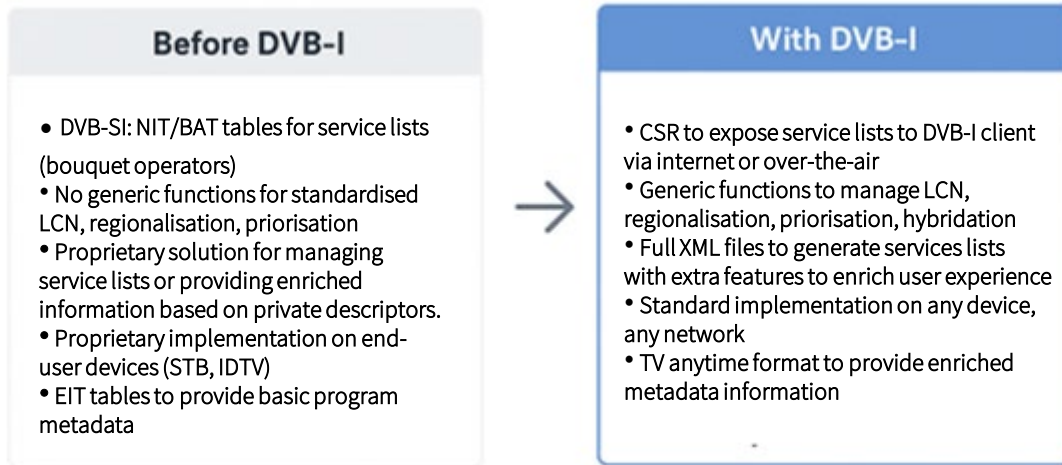
Our challenge



- Standardise solutions
- Improve service discoverability
- Enhance the user experience

Why DVB-I for satellite broadcasting networks?

- Standardise the service discovery
- Simplify the installation (connected & disconnected)
 - Enrich the user experience
- Prepare hybrid and open ecosystem (FTA, Free To View, Pay TV)



SES and EUTELSAT active contributors to DVB-I



Active contributors to the DVB-I standard
→ “common service layer for various networks”



Satellite use cases part of the DVB-I standard
→ Direct tuning parameters in DVB-I service list
no more tuner scan
→ Broadcast DVB-I service list entry point
CSR in the sky



DVB-HB & DVB-NIP reuse DVB-I core
(DVB-I Client, service list discovery, TV anytime...)

DVB-I over satellite in action

Sat.tv Connect on IDTVs:

- Native DVB-I Client
- Multiple service list selection per satellite position
- Direct tuning parameters in DVB-I Service list
- Online CSR
- Enriched EPG via TV anytime
- HbbTV application for analytics and personalized EPG

VIDEO

DVB-I over satellite in action

SES implementation on STBs:

- Native DVB-I Client
- Multiple service list selection per satellite position
- Regionalisation
- Direct tuning parameters in DVB-I Service list
- No internet connection needed
- DVB-I entry point “over-the-air”

VIDEO

Satellite Operators Implementation Guidelines

- Joint SES and EUTELSAT specification for the distribution of DVB-I Service Lists over the air without internet connection

- Fully in-line with the latest version of the DVB-I specification



**READY TO BE IMPLEMENTED
AND ROLLED OUT !**

Complete implementation guidelines for the satellite receiver

- Signaling of DVB-I Service Lists available via satellite (NIT/BAT)
- DVB-I Service List Entry Point Document
- DSM-CC Carousel Declaration
- DSM-CC Broadcast of DVB-I Documents (XML file structure)
- DVB-I Related Material provided via DSM-CC
- Recommendations regarding the User Journey

CONTACTS:

Tom.Christophory@ses.com

ralph.edeine@eutelsat.net



DVB-I for satellite operators



Q&A

Thank you!