

DVB-NIP[®] COLLABORATIVE INNOVATION IN ACTION WHERE INDUSTRY PARTNERS SHAPE THE FUTURE



WHAT DRIVES OUR COMMITMENT TO DVBNIP®?



 ST Engineering

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OUR COMMITMENT TO STANDARDS

STANDARDIZATION RUNS THROUGH OUR COMPANY DNA!

- **40 years** of deep technical heritage
 - > Leading European pioneer in Broadcast Satellite solutions
 - > Frequent & recognized contributor to DVB working groups
 - > Rapid deployer of commercial DVB equipment

STANDARDIZATION REQUIRES INDUSTRY COOPERATION

- A **unified ecosystem** approach creates larger addressable market for everyone
- **Hybrid networks** are **the way forward** for our industry



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WHY DVBNIP?



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THE SHIFT TO MULTI-SCREEN VIDEO

TRENDS

- Consumer habits shifting toward OTT/streaming & multi-screen
- Video content expanding across diverse vertical applications & use cases
- Demand for 'anytime, anywhere, any device' content access

CHALLENGES

- **Scalability:** Traditional streaming methods fail under peak demand and large audience loads
- **Coverage:** OTT delivery cannot reach all geographic regions with consistent quality
- **Connectivity:** Many locations lack sufficient internet infrastructure for reliable streaming



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WHY CAN UNICAST FAIL AT LIVE BROADCAST SCALE?

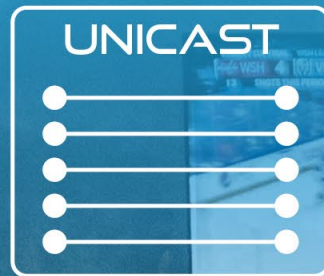


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WHY CAN UNICAST FAIL AT LIVE BROADCAST SCALE?

When video is delivered over the internet a unique copy is sent to each viewer. So if 10 million people watch the same stream it is transmitted 10 million times.



VS.



In Multicast the content needs to be sent only once and can be received by 10 Million viewers.

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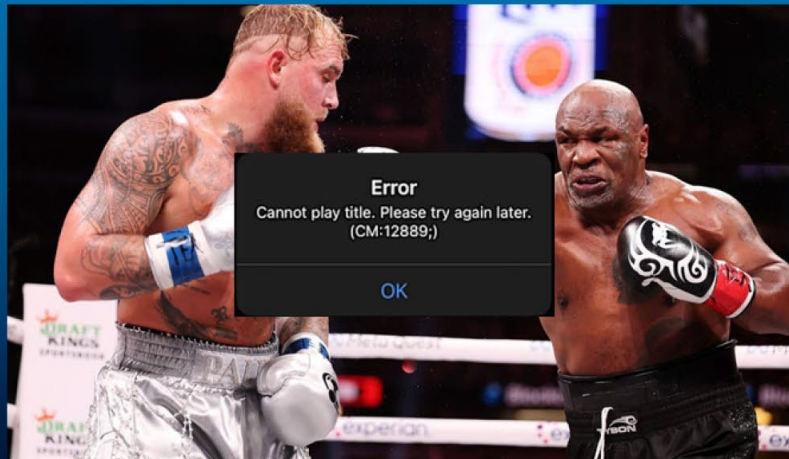
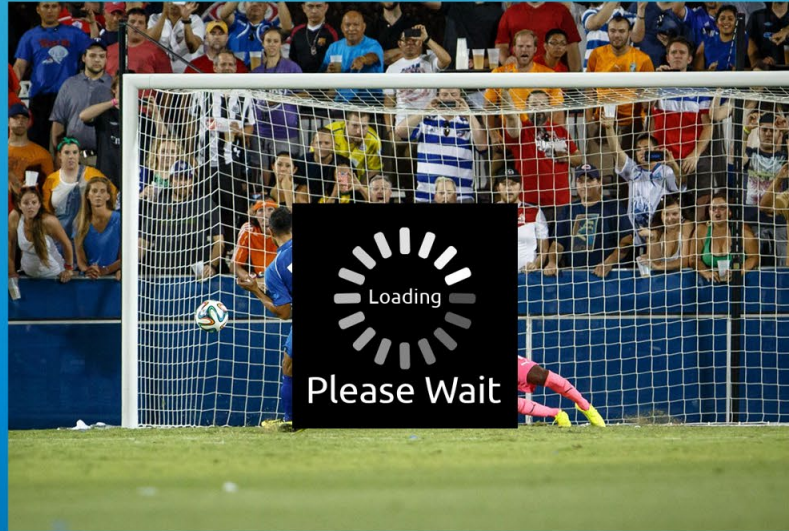
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LIVE STREAMING IS A TOUGH BUSINESS !



LIVE SPORTS STREAMING REALITY

- > Live Tyson-Paul fight:
85,000+ outage reports
in one night.
- > A unicast Live
streaming showing its
limitations.



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LIVE TRAFFIC IS HARDER TO DELIVER THAN VIDEO ON DEMAND

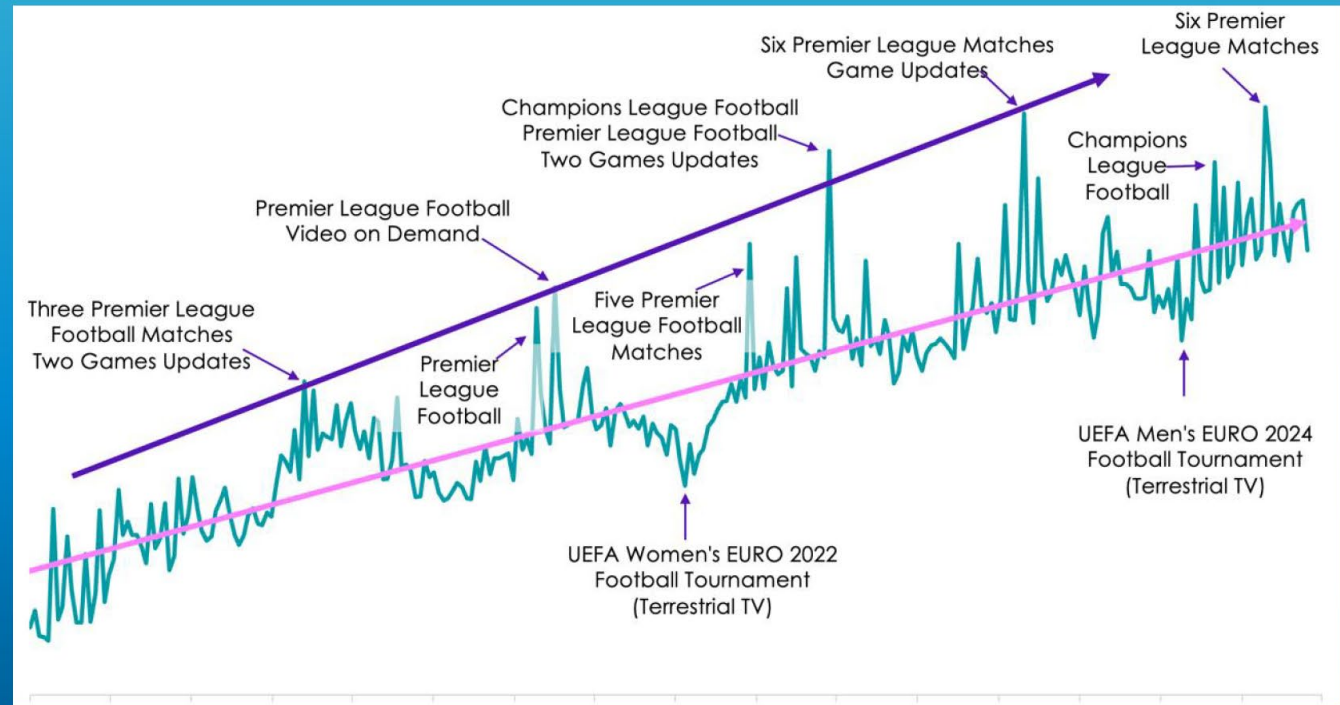
CONSIDER THIS

> Scaling economics

The economics of unicast are broken at scale.

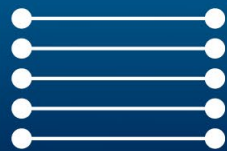
> Cost reality

- Costs grow with audience size.
- Cost not proportionate to revenue



SOURCE BT GROUP - BROADPEAK

UNICAST



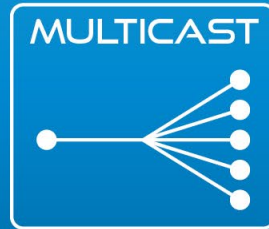
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WHY LIVE BREAKS STREAMING (BUT NOT SATELLITE)

COVERAGE & REACH:

- Satellite serves unlimited viewers simultaneously
- Continental coverage from a single satellite uplink
- Consistent quality signal across entire coverage footprint
- Cost in function of bandwidth, not coverage area



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CAN WE GET THE BEST OF BOTH WORLDS?



BROADCAST

- High availability
- Quality
- Suitable for live content
- Multicast



BROADBAND

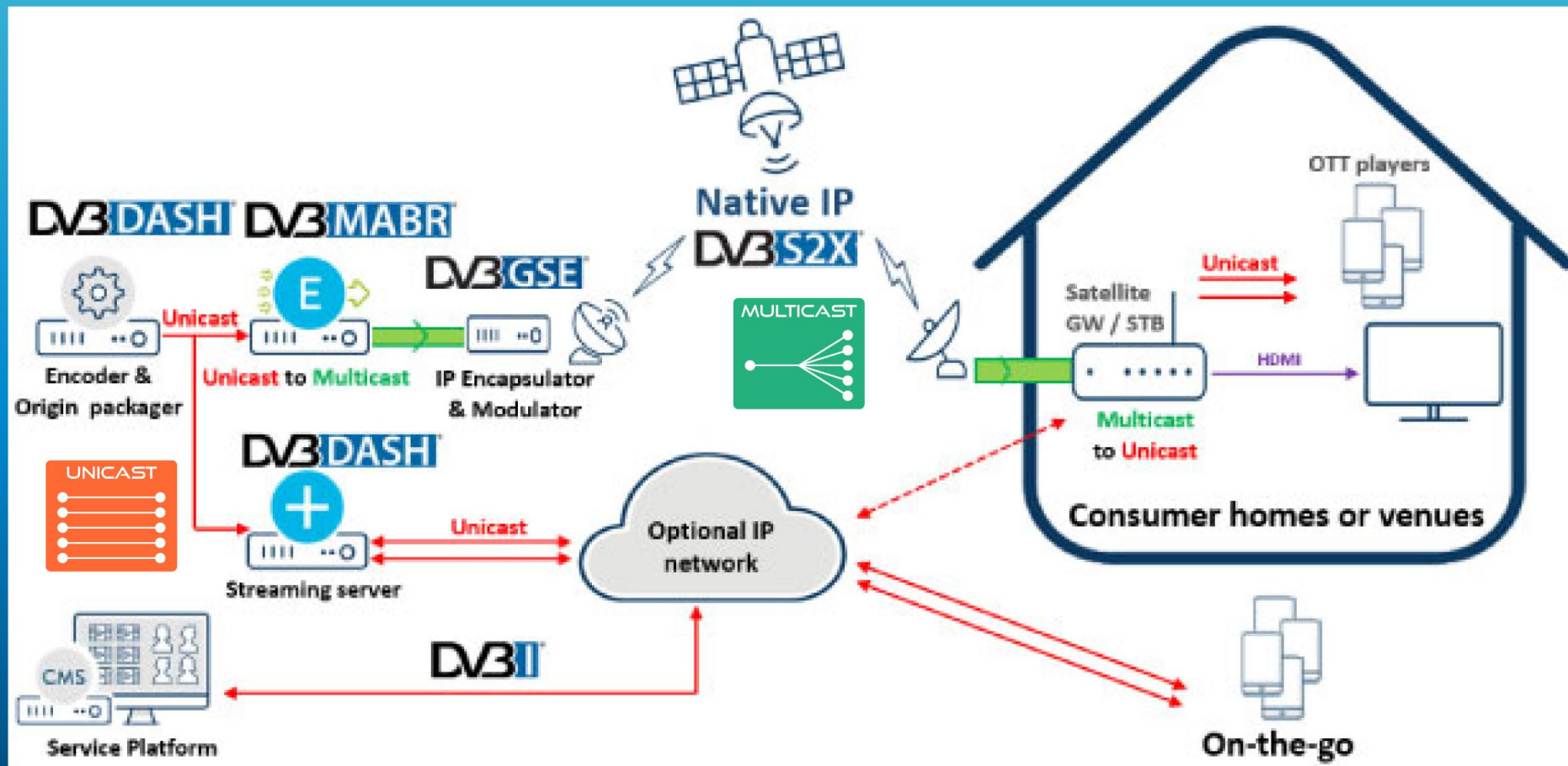
- Streaming Flexibility
- Multi-screen experience
- Connectivity
 - Analytics/ Personalization
 - Interactivity
- Unicast



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DVB-NIP[®] (NATIVE IP)



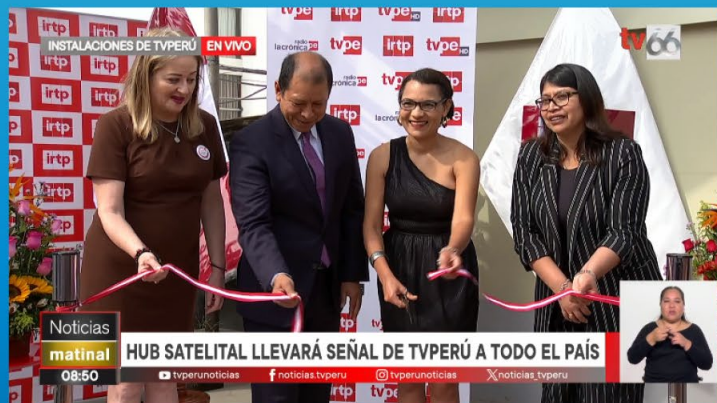
USE-CASES



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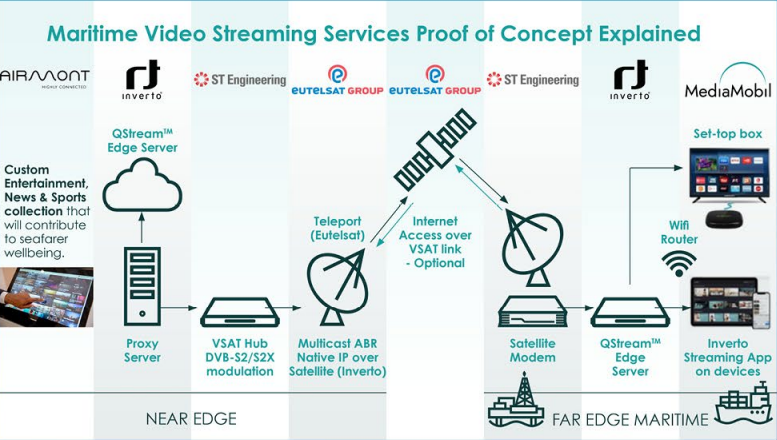
PERU: DV3NIP® TECHNOLOGY SOLVING REAL CONNECTIVITY CHALLENGES IN A VERY REMOTE AREA



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MARITIME: JOINING FORCES ON CREW WELFARE



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EXPERIENCE THE FUTURE OF BROADCAST TODAY JOIN OUR EXCLUSIVE DVB-NIP® DISCOVERY TRAIL

Get direct access to the technology that's bridging broadcast and OTT into one seamless experience.

WHAT YOU'LL DISCOVER

Live DVB-NIP implementations at each demo station:

- Multi-screen content delivery in action
- Real-time satellite-to-IP integration
- 4K UHD & HDR streaming via broadcast

YOUR MISSION

(should you choose to accept it :)

Visit 5 partner booths. Experience their DVB-NIP solutions firsthand. Collect your demo completion gift at each station.

COMPLETE THE TRAIL

Finish all 5 demos and claim your extra reward at station 5: ST Engineering iDirect Booth 1A49.

READY TO EXPLORE?



STATION 1 BOOTH 1.A57 EUTELSAT
Multiscreen Satellite Streaming, deliver a broadband-like TV & video experience, with no need for an internet connection.



STATION 2 BOOTH 1.C67 SES
DVB-NIP for the efficient delivery of live & VOD streams via satellite. Demos at 1.A31 (Invento) & 1.B41 (SEI Robotics).



STATION 3 BOOTH 1.D15 EKT
Gateway STB, incorporating the latest in DVB-NIP innovation, as seen in Eutelsat live demo.



STATION 4 BOOTH 1.A31 INVENTO
Q-Stream™, an End-to-End DVB-NIP Content Delivery solution now with native Targeted Advertising.



STATION 5 BOOTH 1.A49 ST ENGINEERING iDIRECT
Experience unmatched 800Mbps DVB-NIP IP encapsulation performance alongside our complete portfolio – unifying broadcast & IP delivery for simplified, cost-effective operations.



THANK YOU !

DVB

@ eutelsat

SES

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