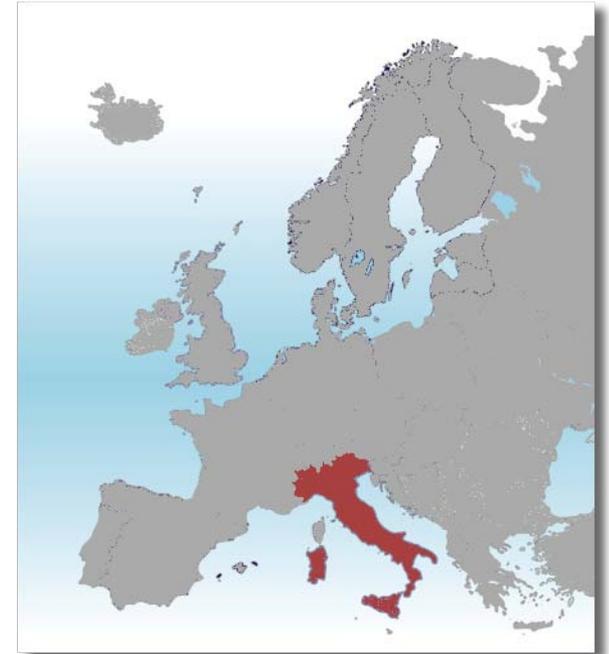


***Welcome to the  
Hybrid age!***

## HBB around Europe

**ITALY**  
**hybrid - m@p**



**Rai**

**G. Alberico**  
**Rai Radiotelevisione Italiana**

**60**  
1950-2010



**EBU TECHNICAL**  
MEDIA TECHNOLOGY & INNOVATION

# The Italian DTT, a stakeholder valuable platform

## Open

A technological platform open and accessible to everyone

- **INDUSTRY:** manufacturers can produce and sell receivers compliant to D-Book/HD Book specifications
- **RETAIL:** compliant receivers *are market certified product*
- **END USERS:** guaranteed that receivers are compatible with services

## Inter-operable

A rich FTA offer and many Pay TV services with appealing MHP Interactive services

- **Pay TV services** accessible through different SmartCards on the same STB featuring multiCAS embedded (Nagra, Irdeto and Conax) or iDTV with DGTVi CAMs

## Interactive

10 million MHP decoders on the market (and some MHP enabled iDTVs currently available as well)



# Retail DTV receivers compliant with DGTVi Label Programme

16 iDTV and 28 STB brands joined the DGTVi Labelling Programme (launched in 2008)

DGTVi Labels	Features	Device	Specification	STB (84)	iDTV (1094)
	<b>INTERACTIVE + BROADBAND</b>	STB & iDTV		8	> 100
	<b>SILVER label</b> FTA; PAY-TV; HD	iDTV only		-	LED: 38 LCD: 43 PDP: 16
	<b>INTERACTIVE</b> FTA; PAY-TV; MHP	STB & iDTV		60	LED: 2 PDP: 2
	<b>WHITE label</b> FTA; PAY-TV	iDTV only		-	LED: 58 LCD: 768 PDP: 121
	<b>GREY label</b> FTA; (HD)	Zapper		16	-

# Hybrid-MHP terminals

- The hybrid-MHP profile was introduced in Sept 2009 with the **Broadband Addendum** to HD-Book 1.0
- It represents a powerful environment for the development of compelling OTTV services

Currently there are more than 200.000 “Gold Label” compliant receivers (both STB and iDTV) already on the market



In addition to 5 STB brands ...



Most of the “Connected-TV” big manufacturers **already applied** (or will apply) for DGTVi GOLD label



**More than 100 TV models**  
(from 3 brands)



**LG**

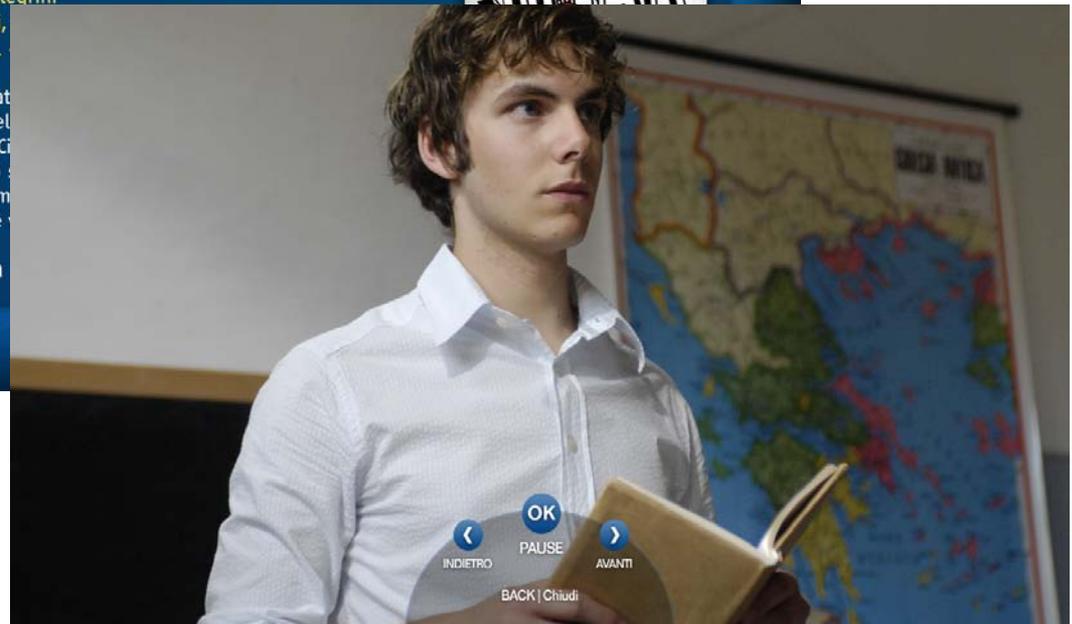
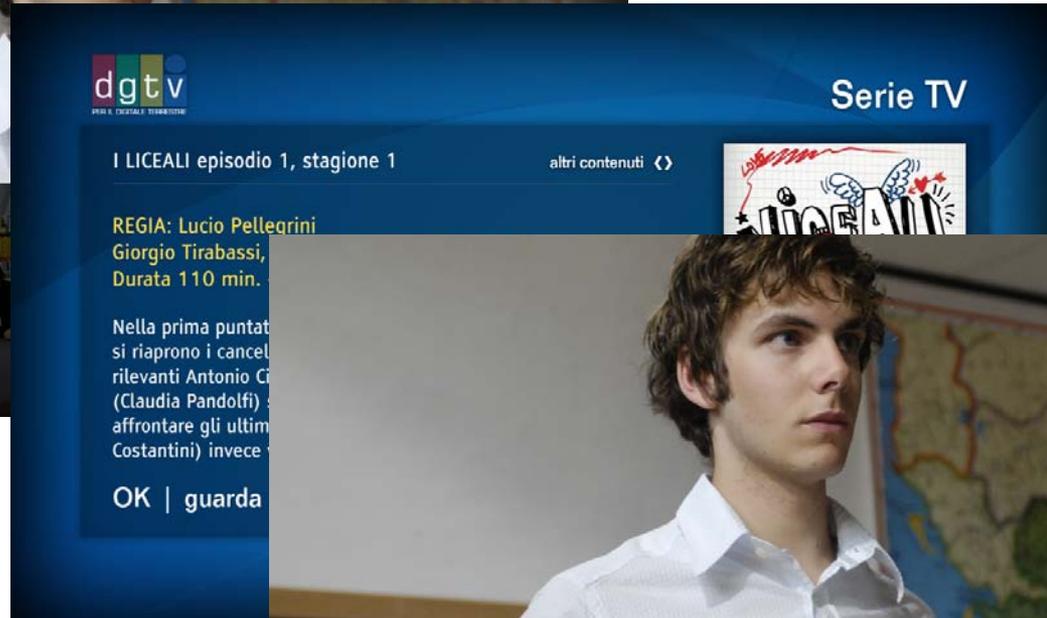
**PHILIPS**



... coming soon ...

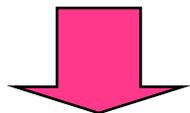
**SONY**

**Panasonic**



# DGTVi support the Industry to boost the DVB standard

- DGTVi is cooperating with DVB to integrate the BB Addendum extensions into the **DVB-MHP GEM** specification
- “*hybrid – MHP*” is the update of the existing DVB spec, it is NOT a new spec.
- **Application life cycle** and **Presentation engine** concepts were already there



Very important for “broadcast-centric” control of the screen

*BROADBAND ADDENDUM*  
*Issued on SEPTEMBER 2009*



## Italian DGTVi Broadcasters are developing new OTTV services exploiting broadband capabilities:

- to enhance the traditional viewer experience with a **seamless experience** between broadcast and broadband services
- to offer new compelling services such as **VoD, CatchUp TV, Virtual linear channels, Advanced HD-Teletext**
- to enforce and promoting a new **“broadcast-centric”** Over-The-Top service approach

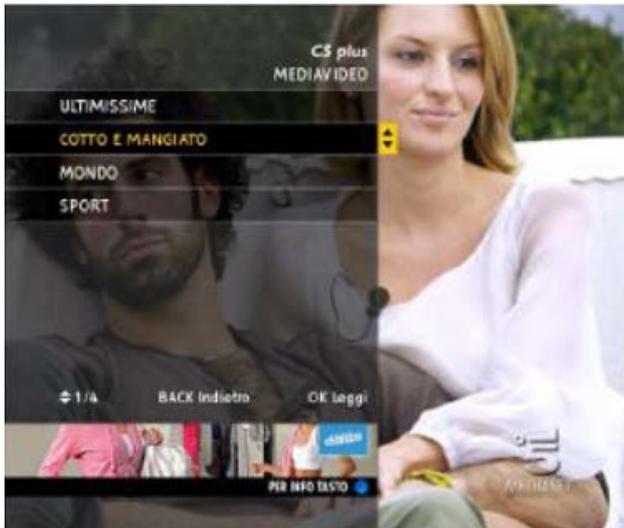
# Hybrid MHP enriched proposition

Using Hybrid-MHP connected receivers it is possible to enrich the traditional user experience by offering **IN A SEAMLESS** way more contents

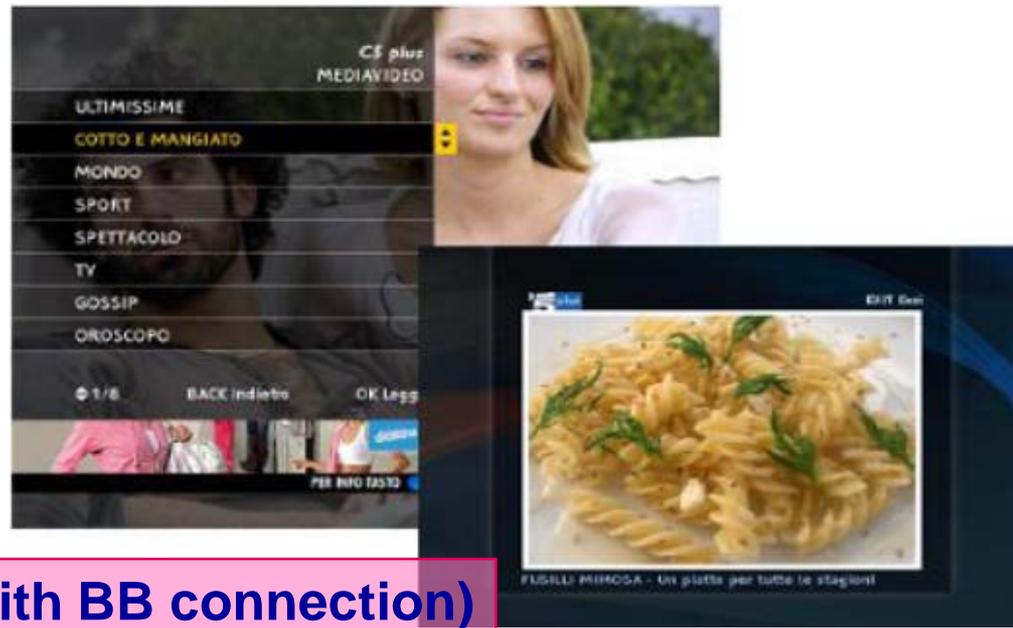


**SD (traditional) version:**  
all data are broadcast

**HD (extended) version:**  
- more applications are downloaded via BB  
- additional A/V content streaming-on-demand



**(no BB connection)**



**(with BB connection)**

In May 2010 **La7.TV** launched the Catch-Up TV service, targeting HD receivers with BB connection (GOLD label)



- **WEB portal** and **MHP GUI** are the same
- Also **A/V “files”** are exactly the same (about 600 kbit/s)
- The **Server & CDN infrastructure** is the same as well



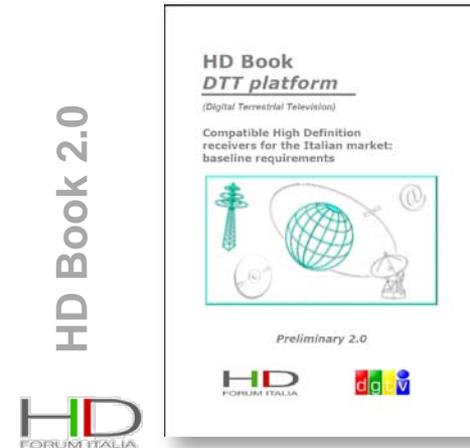
- Similar user experience



# What next? DGTVi is already thinking to the forthcoming HD-BOOK DTT 2.0

## HD Book 2.0 extended features:

- **End User Quality of Service:**  
**Adaptive Streaming**
- **Content Protection**  
**Digital Rights Management**



Endorsing solutions adopted by OpenIPTVForum

**HD Book 2.0 will be released  
in the next 2 weeks**

- Italian DTT platform is: ***“Open, Interactive, Interoperable... and now Hybrid.”***
- Regarding Hybrid BB, DGTVi intend to maintain the same paradigm:  
Open, Interactive, Interoperable
- Italian broadcasters are all launching new OTTV services in the MHP based hybrid environment as specified by **HD Book 1.0** and **BB Addendum**

- **Making considerable investments in programs and services, broadcasters want to ensure that the content they provide is displayed on screen in unaltered form, without unauthorized overlays**
  - No content overlays by third parties should be permitted without the broadcaster's consent and without specific action by the viewer
- **Italian Broadcasters believe fundamental to have a cross-industry discussion and to work in a cooperative environment in order to achieve a common set of guidelines for Internet televisions**

**Thank you for your attention !!!**

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