

2nd ARTES Application Workshop

Consumer Session - Walter Munarini

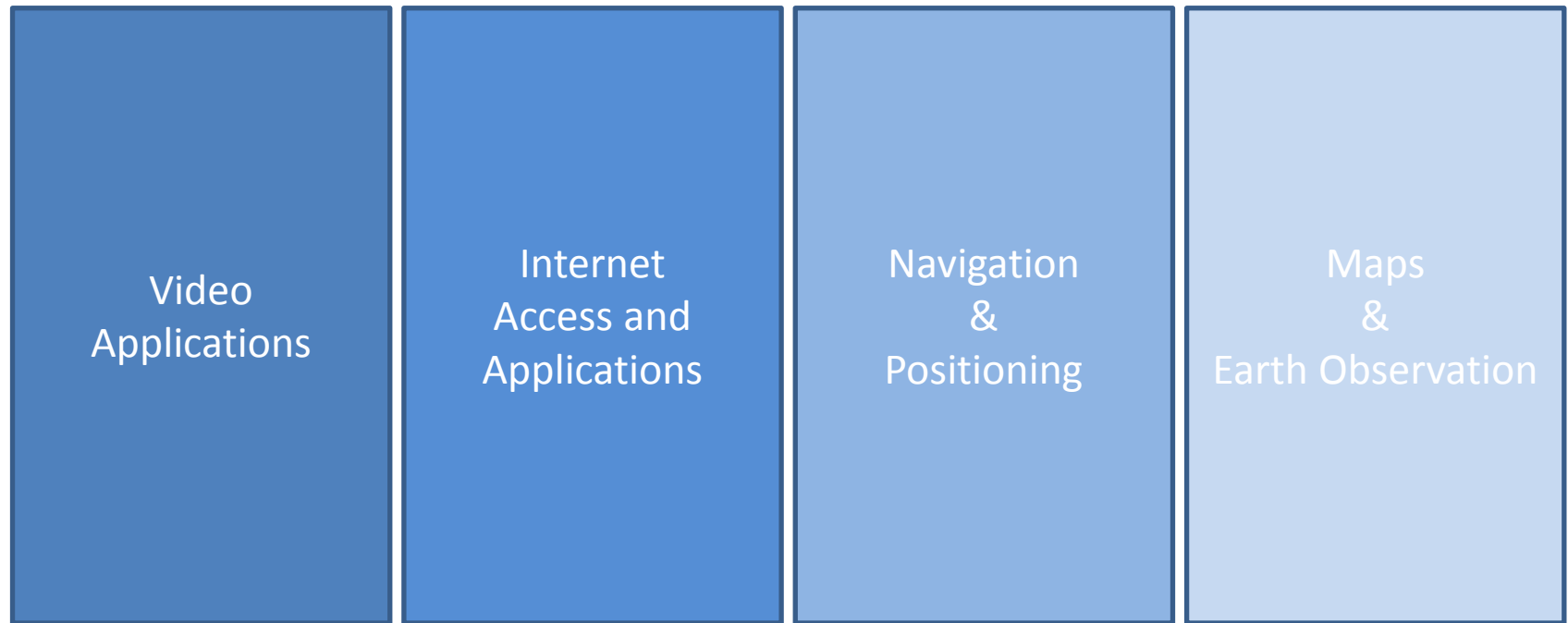
Opensky

Tooway Distributor

Digital Cinema via Satellite



Which are the consumer segments for satellite?



Satellite is a flexible enabler that allows to access to different type of markets
Video is the king market where satellite exploit its best capabilities (broadcast)
But also other segments need to be considered since the satellite system can provide nowadays winning tools and applications (e.g. Internet access is now becoming the main mass market service)

What are the challenges for the consumer market?

- In B2C normally:
 - There is a big market segment but you don't have yet the customer...you have to find it one by one
 - You can mainly guess the customer requirements but definitely not ask directly to the customers...you have to be «smart» in marketing also.
 - You don't have to care only about to the product...but in parallel prepare:
 - 1) distribution and sales network
 - 2) communication and marketing
 - 3) Billing
 - 4) customer care and help desk

How to exploit ESA Project. The Spirit.

- «ESA project» is not a job...is an investment.
- «ESA project» is not the final objective...is the beginning of a «nice journey» toward the market and bigger revenues...
- «ESA project» is the beginning...where the end is the final launch in the market of the product.
- During the ESA Project you have to focus on two levels:
 - Developing and finalizing the product in collaboration with ESA
 - Develop the company for the business related arguments: Placement, Pricing, Promotion, Billing, Help Desk, Post Sales
- The FR of the ESA project should be the KOM of your commercial activities

The today's projects

- **SmartPushVOD: Video on Demand**

The SMARTPushVoD system basically consists out of a **Head-End component**, which is the **PushVOD server** and a **client component which is the Set top Box**. Content is not streamed, but chopped into discrete pieces (“chunks”) and broadcasted over the satellite network. Besides the functional aspects of a PushVOD service, an **important task is to bring the service to the end-user in a user-friendly way**. TeleIDEA developed the **User Interface (UI)** and provided the **application logic on top of the middleware, the drivers and the Conditional Access (CA) modules**.

- **COTV: TV programmes and user-generated contents**

The COTV (**Community TV Content Making**) project aims at implementing a 'Community TV' where **the TV viewers collaborate with TV producers for generating mixed “user” and “professional” content via TV blogs**. The model innovates in the sense that it allows the TV professionals and the TV viewer community to collaborate in the creation of new TV programs. The TV Professionals (TV Content Producers and TV Applications Developers) **produce TV programs structured in a way to allow TV viewers to incorporate complementary original content of their own**. This content is then transmitted to the TV aggregator for content packaging and playout.

- **NXY: Broadband satellite Video on Demand**

The aim of the project is to develop a system for **multicasting popular multimedia content to end users of a satellite broadband service**. **By accurately predicting popular content, the system can lower the total bandwidth use** for the satellite broadband operator. At the same time, the system can **enhance the use experience** of watching video and similar content from an online source. Video rich media is rapidly gaining popularity in the World Wide Web. The success of services providing video services is causing major problems to network providers and ISPs who receive little value from providing the **“fat pipes”** for this content whilst at the same time bearing the cost of providing the infrastructure.

Project NXY will look at addressing the needs of satellite broadband end users who ultimately will use the services and the needs of the satellite broadband providers who will provide and operate the service commercially.

End users want to have a good quality experience for on-demand content from a range of providers on a range of connected appliances such as IP enabled TVs, handheld devices and laptops. For project NXY content will be provided from the BBC, but ultimately the full service will need to address other IPTV providers and a range of web sites.