



SmartPushVOD

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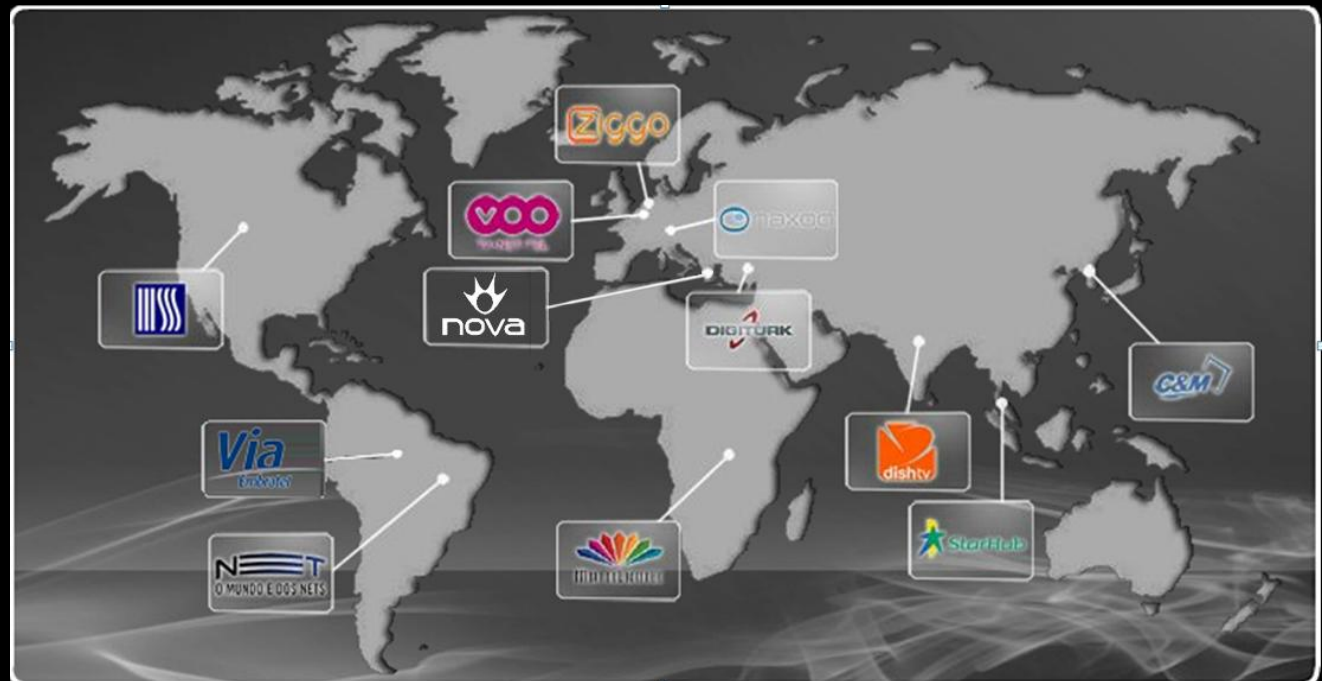
- Company overview
- SmartPushVOD Project
 - Overview
 - Benefits
 - PushVOD applications
- Technical Overview
- Project results and Lessons learned
- Demonstration

Company Overview

teleIDEA

- TeleIDEA is an application and middleware company for the STB market located in the Netherlands
- **14Million+** of STB running TeleIDEA software
- Deployed on Satellite, Cable and IPTV networks

- NET Brazil
- DishTV
- MultiChoice
- Starhub
- Ziggo
- Embratel
- Digiturk
- VOO
-



- Funded under the ESA Telecom Newcomers Initiative
- Development of a PushVOD application on top of OpenTV middleware
- Targetting Video On Demand (VOD) solution for the satellite market
 - F-VOD (Free)
 - S-VOD (Subscription)
 - T-VOD (Transactional)

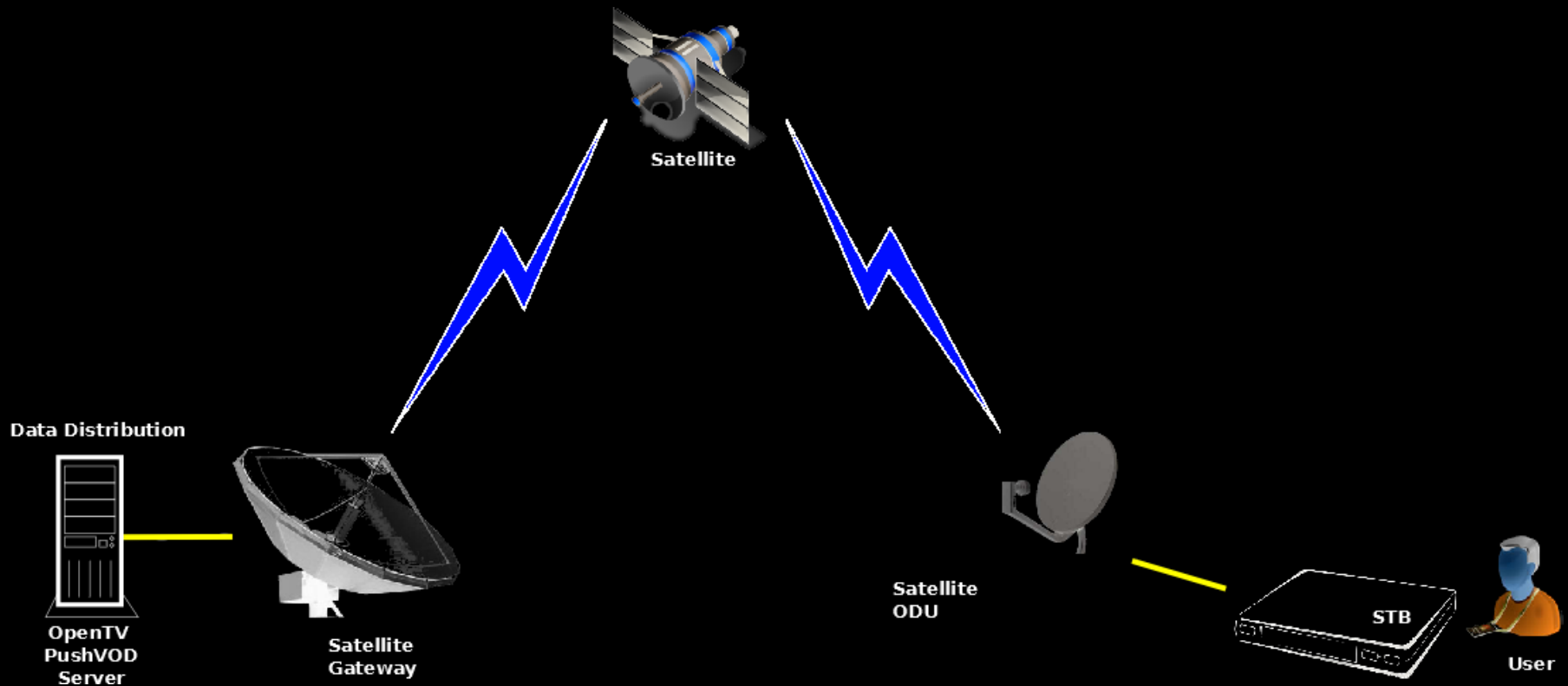


- Improve Customer Experience
- Increase revenue
- VoD is a differentiator in a very competitive market
- Offer on-demand services in geographic areas where broadband is missing
- No return channel required
- Content distributors have another means to distribute their assets

- SmartPushVOD applications
 - Free VoD
 - Transactional VoD
 - Subscription VoD
- Other applications
 - Catch-up TV services
 - Over-the-top (OTT) TV services

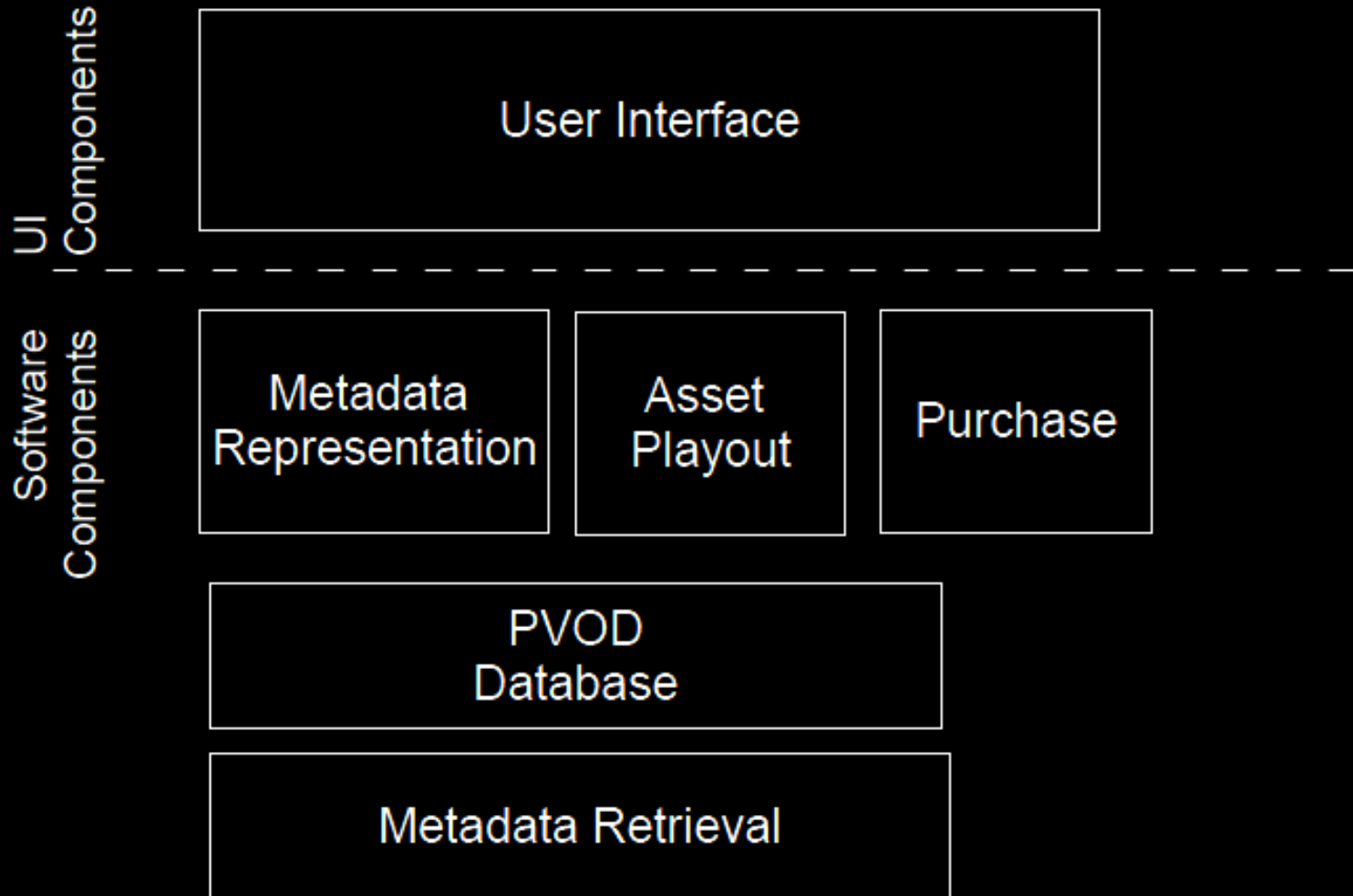
Technical Overview

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PushVOD Module

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- SmartPushVOD implementation for NOVA in Greece
 - Nova on Demand
 - Subscription based VoD Service
 - Part of the Cinema Value Pack
 - Hotbird 13.0E, 12130MHz

Project Results

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Nova On Demand

Subscription Services

Equipment

Nova HD

Nova Digital Services

Novascope

Nova On Demand

Novasports Mobile

FORTHNETGROUP



Nova On Demand

MOVIES		
YOU WILL MEET A TALL DARK STRANGER	8/11	29/11
FASTER	8/11	29/11
DOWN WITH LOVE	8/11	29/11
WELCOME TO THE RILEYS	8/11	29/11
THE TOWN	15/11	6/12
COUNTRY STRONG	15/11	6/12
FROZEN	15/11	6/12
BEAUTIFUL	15/11	6/12
HOW DO YOU KNOW	22/11	13/12
SOMEWHERE	22/11	13/12
ENEMY OF THE STATE	22/11	13/12
FLIPPED	22/11	13/12
DESPICABLE ME	29/11	12/12
MACGRUBER	29/11	12/12
THE GREEN HORNET	29/11	20/12
THE GHOST WRITER	29/11	20/12
SERIES		
ENTOURAGE VIII EP.07 - SECOND TO LAST	13/10	27/11
HARRY'S LAW EP.06 - BANGERS IN THE HOUSE	13/10	27/11
HARRY'S LAW EP.07 - AMERICAN DREAMS	27/11	11/12
ENTOURAGE VIII EP.08 - THE END	27/11	11/12
HARRY'S LAW EP.08 - IN THE GHETTO	4/12	18/12

nova
on demand

Now television becomes a personal business!

Nova launches a new service, aiming to TV enjoyment without time restrictions. The service allows you to choose any time the programme of your preference from a preselected menu. And this is only the beginning: **The new "Nova On Demand" service will keep on evolving, offering you new experiences and changing the way you watch TV!**

The new "Nova On Demand" service will offer 20 hours of pre-selected Novacinema movies and series for you to enjoy **free** of charge anytime you want! The service is independent from nova's live broadcast, so you will never risk missing your favourite show.

This way you'll always be watching your favourite programmes without ever missing a second! "Nova On Demand" will be initially available only through the nova PVR decoder, as part of its features.

The new "Nova On Demand" 20 hour-long pre-selected programme will be loaded on the Nova PVR decoder hard drive so as to be readily and easily available!

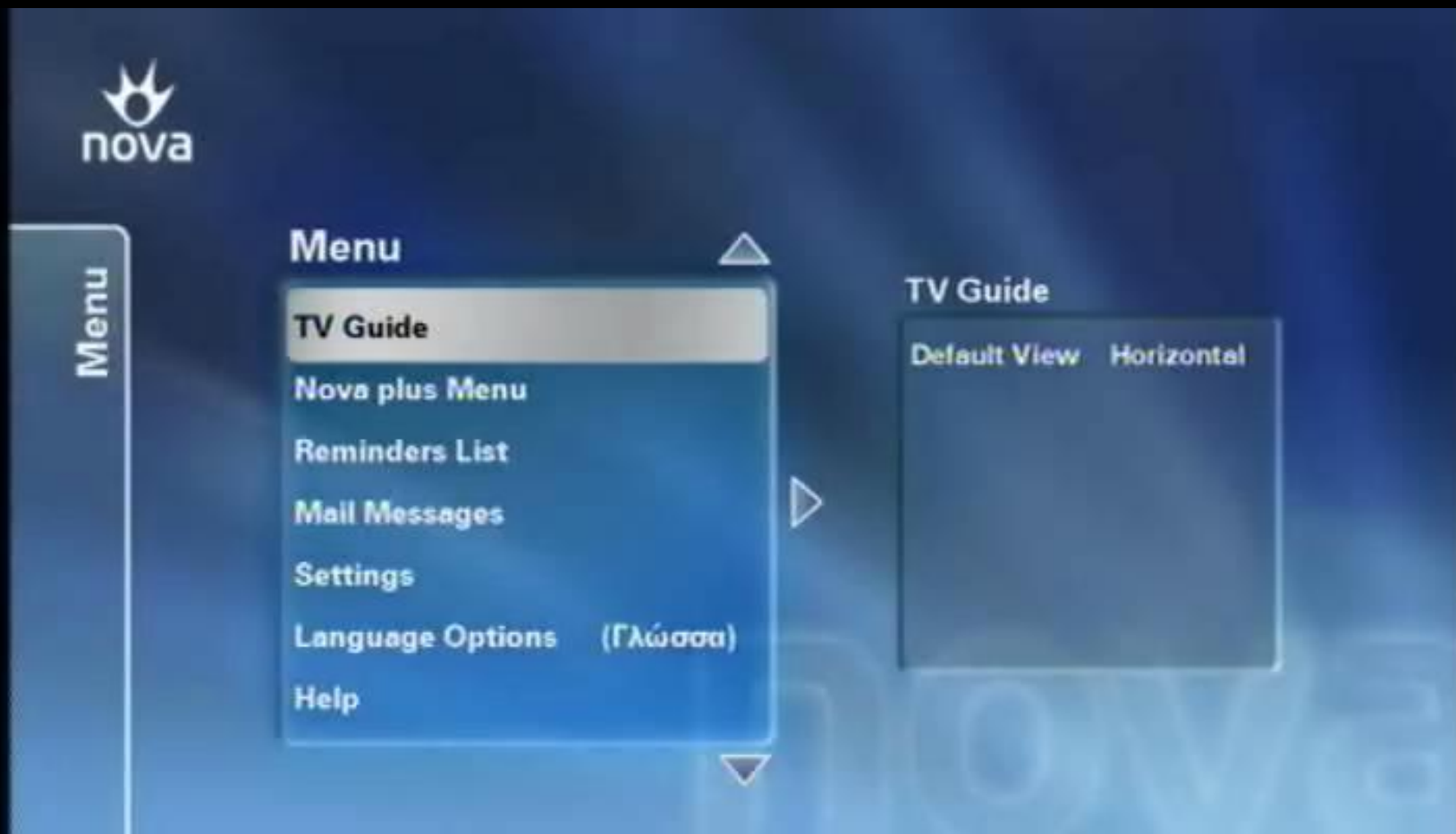
To enjoy it, just press the "PVR MENU" button on the Nova PVR remote, select "Nova On Demand" and press "OK". Using the navigation arrows on the remote, select one of the available movies and press "1" for more information or "OK" to get the show started!

The service is available to subscribers who own the Nova PVR decoder and have selected either Full Pack or Cinema Value Pack.

- Shared tuners
 - Live-video
 - PVR functionality
 - PushVOD
- Bandwidth constraints
- Pre-Encryption and trickplay
- Timing issues
- Changes in the company landscape
- Geo Location challenges

Demonstration Video

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Q & A

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Questions and Answers

Thank you!

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Thank you for your attention!

For further questions
Find me at the demonstration corner