

Second W3C Web and TV Workshop  
*“Technology Defragmentation”*



W3C Workshop  
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## About us

- Founded in 1969 by Ir. Pieter den Toonder
- More than 1000 employees, over 500 customers
- Dual headquarters: Amsterdam and Beijing
  - 25 offices around the world
- Part of Naspers, multinational media company
  - 10.000 employees, USD \$3.7B revenue in FY10
- Protect and enable digital assets
  - Content : video, games, maps, eBooks
  - Software: applications, APIs, OSS
  - Platforms : devices, servers
- Over 1 billion software instances protected



# A Sample of Customers



## Pay-TV Operators



On demand movies,  
(Satellite, Europe)



On demand, catch-up TV (Cable & satellite, Australia)



On demand, catch-up TV (Satellite, Malaysia)



On demand (Satellite, Africa)



BSkyB - News and Sport (Satellite, UK)  
Sky DE - Sport (Satellite, Germany)



(Satellite, Philippine)

## Other Content Providers

Channels and programs



Sports



## OTT



(German, owned by Seven Senses)



(U.K.)



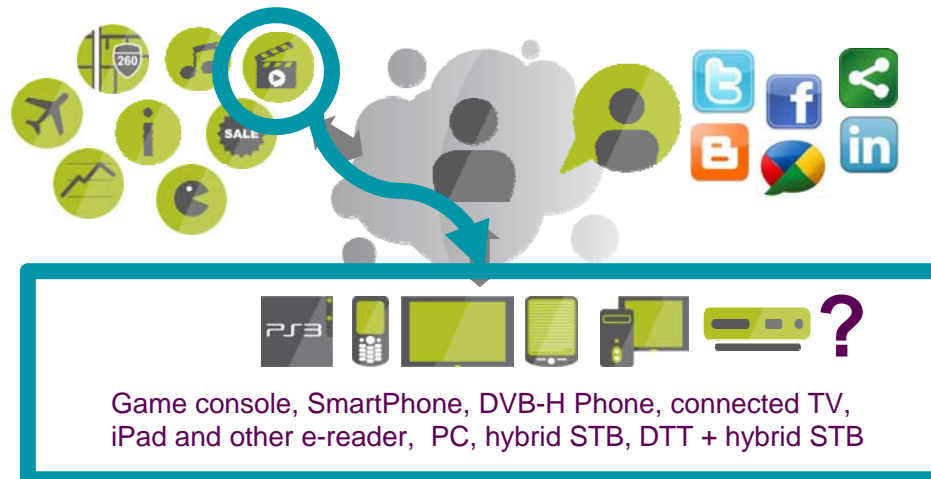
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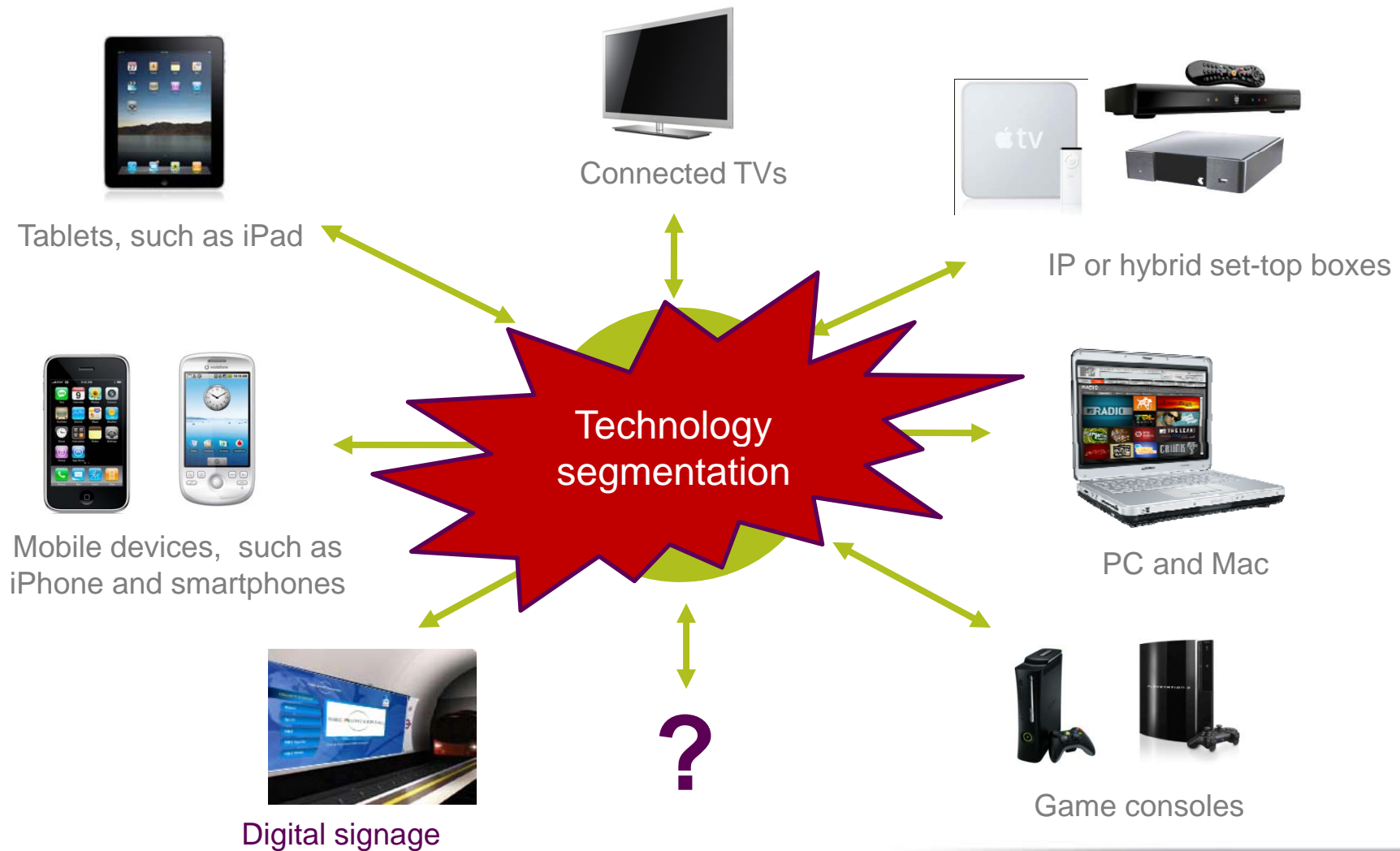
BOXEE

# Top Reasons For A Multi-Screen Strategy

- Increase brand value and revenue
  - Leverage same compelling content, syndicate sites/ partners
- Reduce subscriber churn with value-added services
- Defend against piracy on broadband networks
  - Protect and distribute content on all platforms

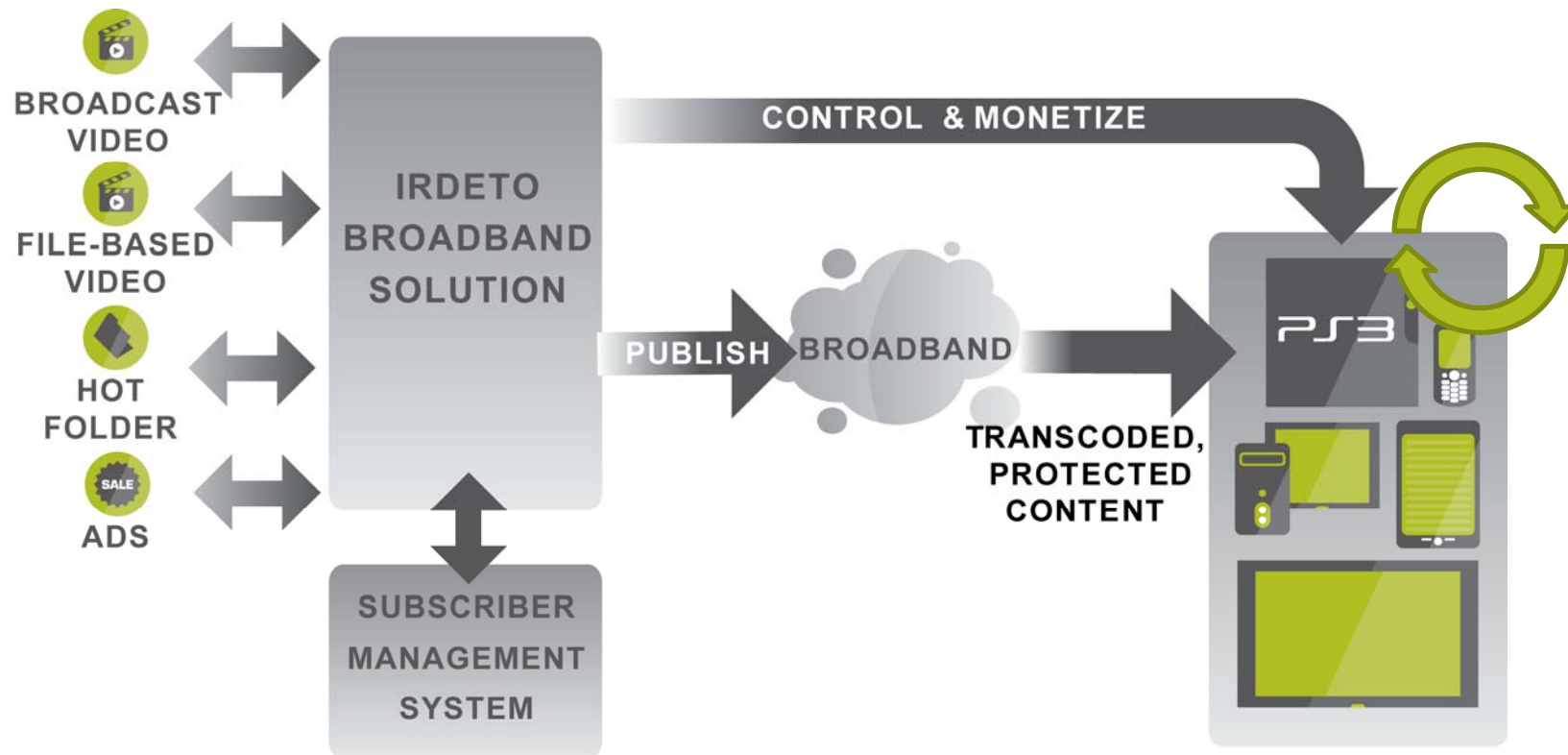


# Enabling Broadband Television – Web TV, Mobile TV, OTT TV and more



# Typical Multi-Screen Solutions

- For Movies
- For Catch-Up TV
- For Sports
- For News



# Foxtel – On Demand, Catch-up TV



## Objective –

Extend brand and reduce churn with on-demand and catch-up TV for broadcast subscribers

## Requirement –

Time to market, ease of integration in ecosystem

## Solution –

Irdeto Broadband solution for content management:

Mature and operationally superior, chosen by BSkyB (sister company) and Viasat



- Foxtel Download
- VOD to STB
- Winter Olympics 2010 live online streaming



\* A detailed case study presentation available

# Astro – On Demand, Catch-up TV, Sports



## Objective –

Offer VOD and catch-up TV to PCs and mobile devices to extend brand, reduce churn; support STBs in the future

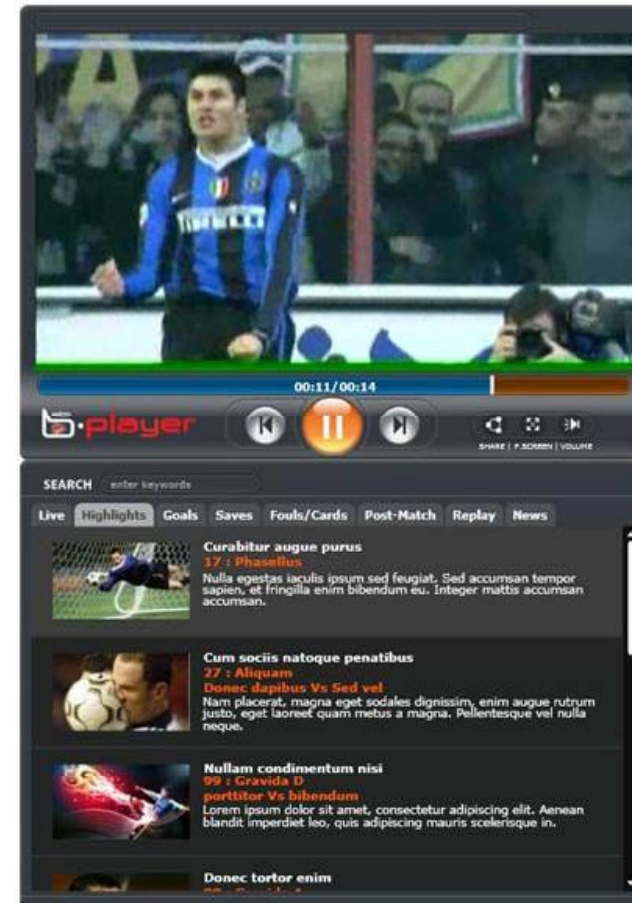
## Requirement –

- Acquire content from live and production sources
- Manage a large content library
- Secure the content
- Provide the consumer experience
- Service subscribers and non-subscribers via PPV
- Launch online service with World Cup (6/2010)

## Solution –

Irdeto Broadband solution:

A “Media Hub” to acquire, manage, secure, publish, distribute and monetize content on different platforms



\* A detailed case study presentation available

# Viasat – From Satellite to Online TV



## Objective –

Offer on demand and catch-up TV via Internet to existing and new customers

## Requirement –

Flexible content management:

- Different user profiles, payments (free, rentable, packaged), geo-restriction, languages, currencies

## Solution –

Irdeto Broadband solution:

- Metadata ingestion and management,
- Powerful search APIs driving entire web site in 4 languages
- Payment gateway and SMS integration



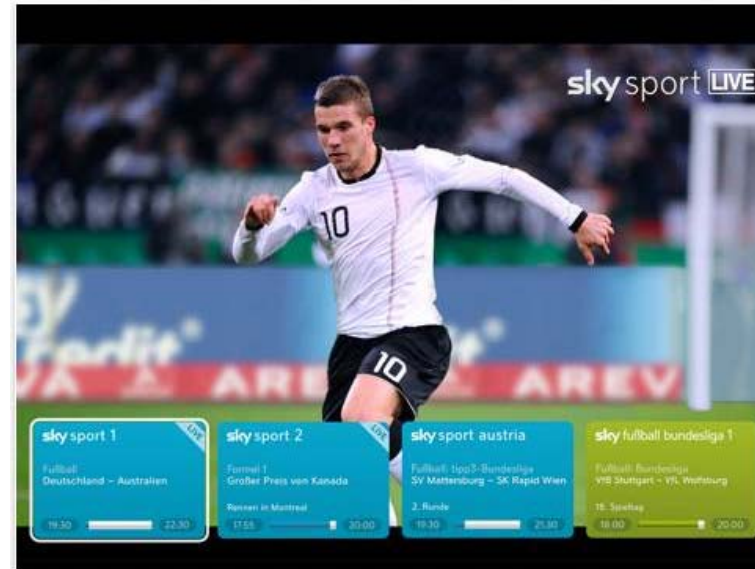
# Viasat On Demand For Mobile Devices



# Sky Deutschland iPad Application



- Live Sports on 4 channels
- Video Highlights On Demand
- News
- Standings & Statistics



- Free all summer to SkySports subscribers, now 12 euros/mo
- Is painting Sky as innovative
  - Getting generally good reviews.
  - iPhone users (majority) feeling left out!

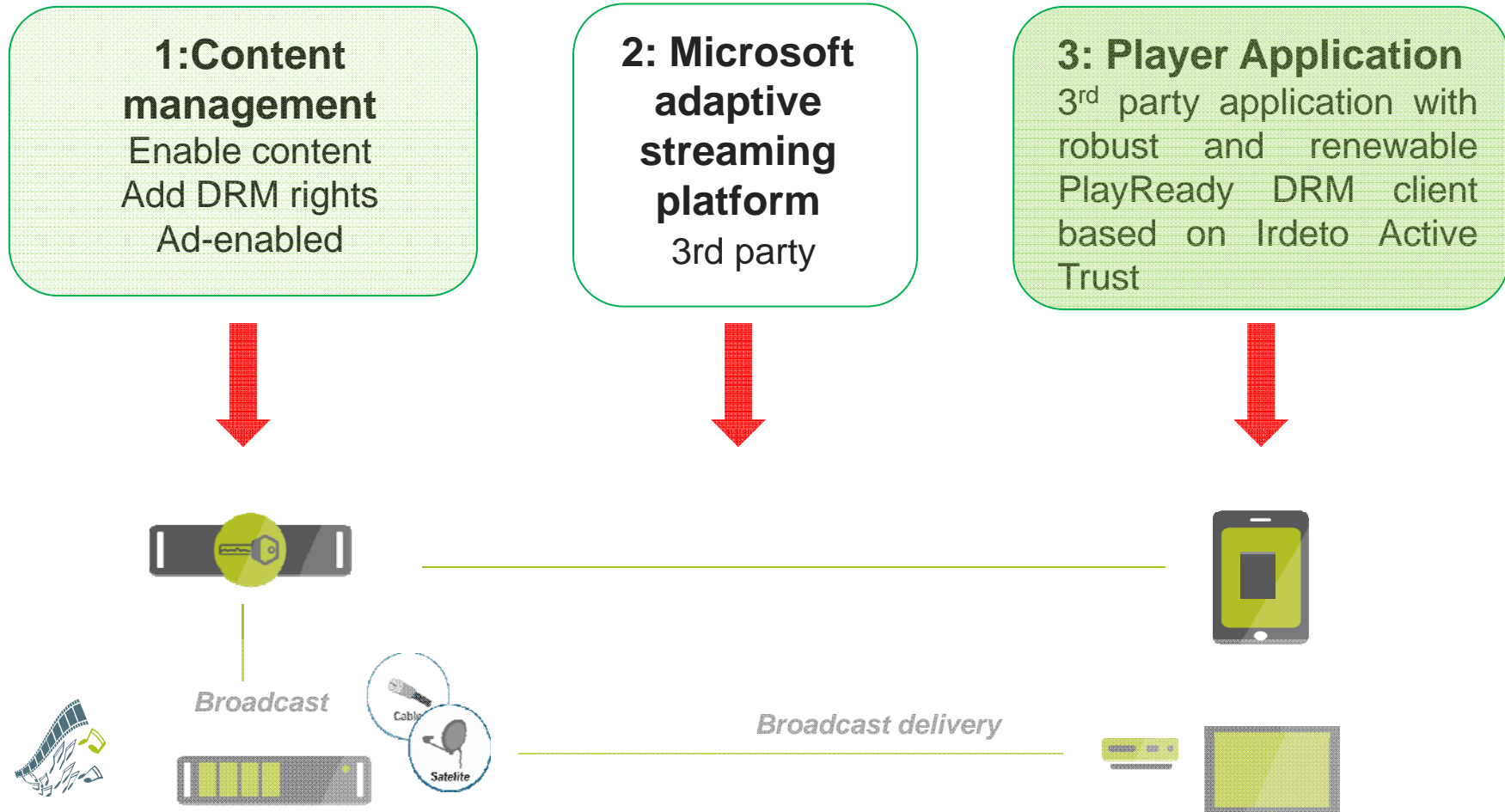
# Maxdome – First on PC...



Now on Connected TV and STB




# High level overview – three components



## What did we learn ?.....life's hard!

### ■ Multi screen means.... Multi issues

- Multiple **rendering and execution engines**: Flash, Silverlight, Java, HTML, iOS native, CE-HTML, ...
- multiple **platforms**: iOS, Android, proprietary, SmartTVs, HbbTV...
- Multiple **UI technologies**, high quality, SVG, OpenGL, JavaScript libraries, ...
- Multiple **media players** with no standards API for such basic features like trick modes, remote control and Content discovery (DLNA, Bonjour, WS Discovery,..)
- Multiple way to **deliver videos** (download, adaptive streaming...)
- Multiple way to discover/get applications: app stores, portals, URL... 

### ■ What does it mean?

- Huge technology **fragmentation**...
- Explosion of **costs** for porting application to devices
- High **complexity** to have consistent UI across devices
- High **costs** in maintenance and upgrade



## Our needs...

- **Make it silly simpler!**
  - We need to reduce rendering technologies, thus we do commit on HTML5 and Flash
  - Extensions needed to facilitate video handling from javascript
    - <video> must allow trick modes, content discovery
  - Good graphic capabilities using <canvas>
  - We need common API for home networking features
  - We had widgets notion, standardized, should we have a standard for TV app and stores?
- **Samsung had sold 2M TV apps, competition on the same pace, Android market will come to GoogleTV**
  - Should we let de-facto standards lead the future or make real ones?

**THANK YOU!**

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