

Eutelsat and industry partners set the scene for Push Video On Demand services using the HbbTV v2.0 standard

A practical and standardised route to optimising bandwidth for VOD services

Paris, 8 September 2014 — Eutelsat Communications (NYSE Euronext Paris: ETL), MStar Semiconductor, Aston and Quadrille Ingénierie announce they have combined their skills to implement and validate Push Video-On-Demand (VOD) services using the HbbTV¹ v2.0 standard. The four companies will partner on showing the performance of an end-to-end HbbTV-based Push VOD system at IBC 2014.

Push VOD in a few words

Push VOD is a technology used to deliver Video-on-Demand services by broadcasting content to consumer devices. A push VOD system uses local storage (generally the Set Top Box) to host a range of content. It enables users to enjoy the benefits of interactivity by selecting and watching downloaded content as and when they want, immediately with no buffering. The content is usually deleted after a predefined period to create space for fresh content updates. The newest generation of Set Top Boxes includes storage of up to two terabytes, equivalent to over 500 hours of HD content.

Push VOD is already a preferred route for TV platforms to delivering true VOD services when users lack a high quality Internet connection. It also optimises videostreaming infrastructure by enabling broadcasters to deliver content to Set Top Boxes in a single push, satellite being one of the most efficient delivery technologies.

Push VOD and the HbbTV standard

Push VOD functionalities have now been added to the latest version of the HbbTV standard, which will be published later this year and is expected to be standardised by ETSI (the European Telecommunications Standards Institute) early 2015.

¹ HbbTV: Hybrid broadcast broadband TV (or “HbbTV”) is a global initiative aimed at harmonising the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices. The HbbTV specification is developed by industry leaders to improve the video user experience for consumers by enabling innovative, interactive services over broadcast and broadband networks.

By integrating Push VOD into the HbbTV standard, the scene is set for faster and easier adoption of interactive services and smarter use of bandwidth that is increasingly absorbed by individual transmissions of video content. With this standard integrated into Set Top Boxes, a broader pathway is open for broadcasters to diversify their relationship with viewers, by for example monetising non-linear content and maximising the value of their catalogues.

Eutelsat and industry partners combining skills

Eutelsat, MStar Semiconductor, Aston and Quadrille Ingénierie have developed an end to end Push VOD system comprising:

- The back-end system able to prepare the content, present a catalogue of videos to end-user devices and transmit it over satellite in compliance with the transport protocol defined by HbbTV
- The first satellite Set Top Boxes integrating this new standard and able to receive and display HbbTV-based Push VOD services
- HbbTV applications leveraging these new Push VOD features

The technology has been integrated as a demonstrator into the HbbTV FRANSAT Connect Portal provided by the FRANSAT TV platform and is currently being tested by Arte and NRJ12. The system demonstrated at IBC protects the content with Marlin DRM from Intertrust to enable different models of monetisation, and is also compatible with other DRM solutions.

Eutelsat and Quadrille will demonstrate a full end-to-end system for the first time on their stands at IBC:

Eutelsat stand: 1D59

Quadrille stand: 2.B39b

About Eutelsat Communications

Established in 1977, Eutelsat Communications (NYSE Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 37 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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