

OTT / IPTV / MULTISCREEN  
PVR / CATCH-UP / VOD / SVOD

**TV5MONDE**

## OTT / IPTV

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- ▶ In broadcasting, OTT refers to delivery of video over the Internet without the involvement of a the Internet Service Provider (ISP) in the control or distribution of the content, leaving the ISP only the role of transporting IP packets (IPTV operators)
- ▶ **Contents Providers** such as VOD/SVOD platforms (Netflix, Canalplay) and Broadcasters (Tv5monde Pacifique Player, Bein Connect) have developed players to self distributed their linear and VOD contents through Internet

# OTT [over-the-top video providers]

## OTT [over-the-top video providers]

- ▶ **Pure Player Devices** plug straight into your TV's HDMI port : Apple TV (\$99), Google's Chromecast (\$35), Roku's Streaming Stick (\$50), Amazon's Fire TV Stick (\$39) provide content **portals with many apps** such as VOD (Netflix, Youtube, Redbull TV, ...) and **mirroring**, meaning that you should be able to display all the contents displayed on your PC, mobile phone and/or tablet on your TV screen



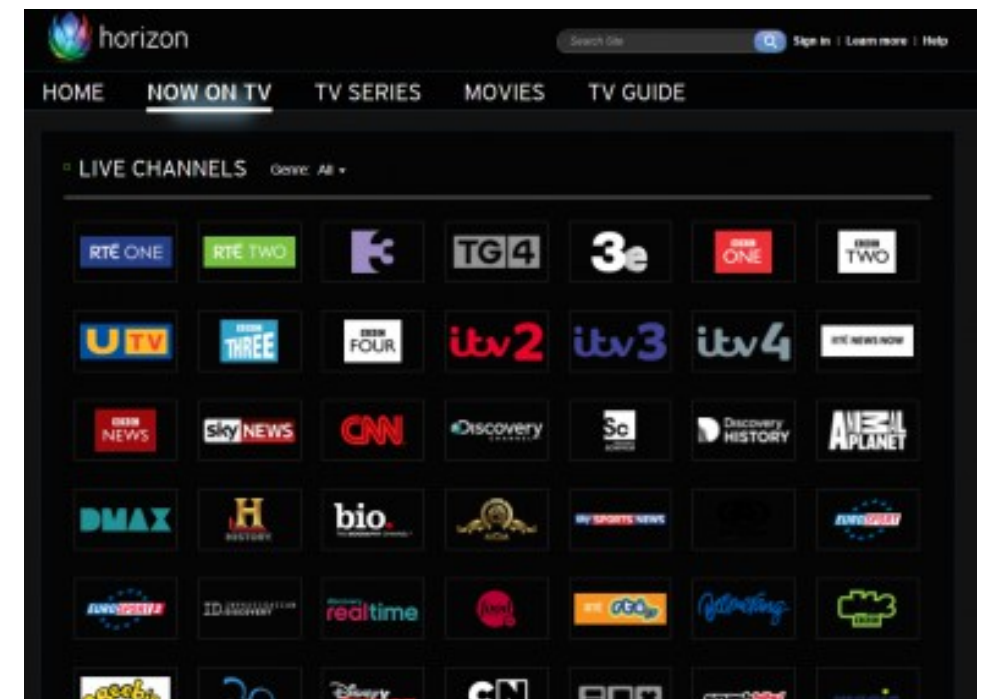
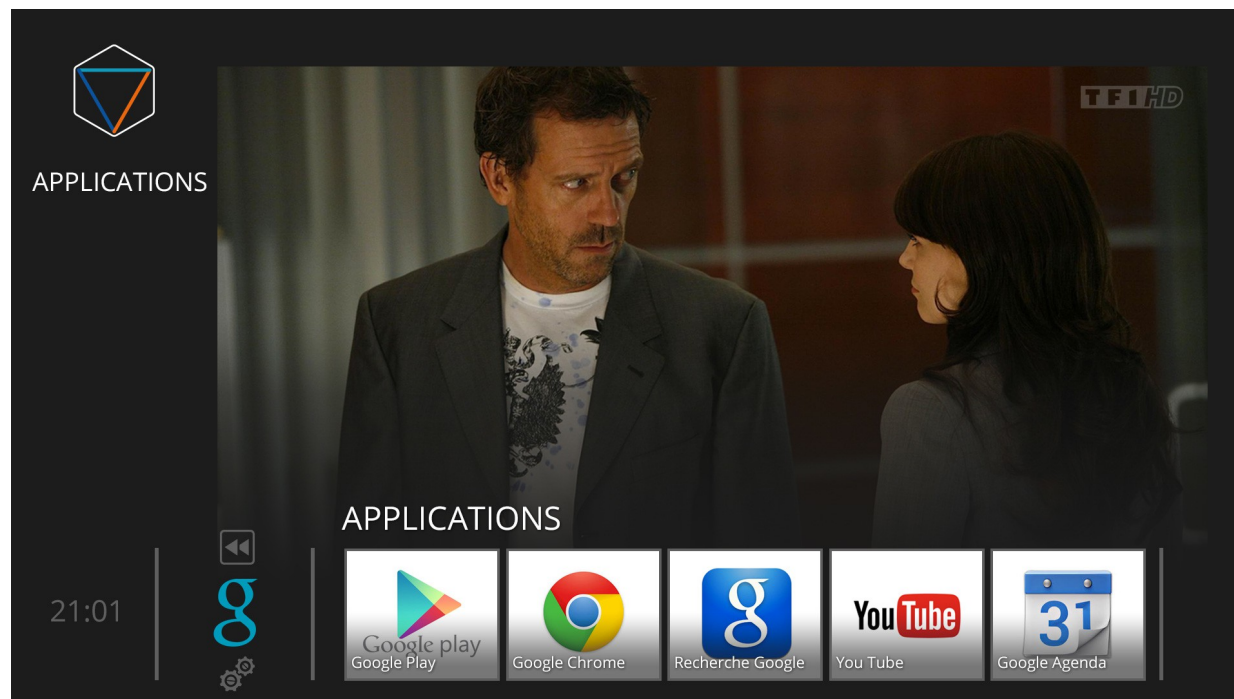
## OTT [over-the-top video providers]

- ▶ **TV Manufacturers Devices** such as LG, Toshiba, Panasonic, Philips provide content portals with apps such as **TV5MONDE+**
  - Corner & trademark
  - Free
  - Adds supported
  - No fee / sharing revenue
  - Ge-blocked
  - No standard
  - Technical requirements
  - Development cost



## OTT [over-the-top video providers]

- ▶ **Operators** (Orange, Bouygues, Ono, UPC), in addition with their TV networks, also develop content portals with apps such as TV5MONDE Apprendre & Enseigner accessible through their **STB** (Android TV, Tivo, Horizon) to face the OTT Pure Player and to complement and supplement their TV offers



## OTT [over-the-top video providers]

- ▶ **White label OTT providers:** NetRange, Foxxum deal contents, manage technicaly and provide to operators (Vodafone) and TV Manufacturers (Sharp) portals with apps and tend to provide **linear programmms** in addition to VOD contents
  - Corner & trademark
  - Free
  - Adds supported
  - No fee / sharing revenue
  - Ge-blocked
  - Less development cost
  - Must keep control on who (operators), where (territories) and how (devices) **TV5MONDE+** is distributed



## OTT [over-the-top video providers]

▶ « **Multichannel video programming distributor** » (**MVPD**) such as MAGINE that provides a simultaneous and secure transmission of TV5MONDE through internet-connected devices in a **closed-environment**

- Pay TV
- Fee / sharing revenue
- Conditional access system
- Geo-filtering technology
- DRM
- Multiscreen





## TV ANYWHERE / MULTISCREEN

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▶ **“TV ANYWHERE / MULTISCREEN”** allows Subscribers to access the Channel across multiple platforms (including on the internet, and on mobile devices such as smartphones and tablets) in a closed-environment and **as part of their subscription**

▶ **No incremental separate fee** shall be charged to Subscribers without TV5MONDE’s authorization

## TV ANYTIME / PVR

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- ▶ **“TV ANYTIME / PVR / NPVR”** allows Subscribers to record, pause, time-shift or start over the programs of the Channel for their **private use** on personal video recorder in a closed-environment and subject to Territory where the **private copying exception** is applicable
- ▶ **Only Subscribers have access and control**
- ▶ **Secured recordings** shall be stored on a hard disk drive connected to the decoder (**STB**) or in the **cloud** recording on the Operator’s servers
- ▶ **No incremental separate fee** without TV5MONDE’s authorization

## TV ANYTIME / CATCH-UP

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- ▶ **“CATCH-UP”**: distribution in a closed-environment of programs that have been **previously broadcasted** on the Channel in a **delinearized manner** for a limited period between **7 days** after they were broadcasted
- ▶ in a **corner** and under the **trademark** of TV5MONDE
- ▶ only where and when **editorial and technical conditions** have been negotiated
- ▶ **No incremental separate fee** shall be charged to Subscribers  
TV5MONDE’s authorization

## TV ANYTIME / VOD / SVOD

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- ▶ **“VOD / VIDEO ON DEMAND”** allows Subscribers in a closed-environment to view when they choose a **list of programs** selected by TV5MONDE
- ▶ **“SVOD / SUBSCRIPTION VIDEO ON DEMAND”**: allows Subscribers in a closed-environment to access a **bundled set of programs** selected by TV5MONDE
- ▶ in a **corner** and under the **trademark** of TV5MONDE
- ▶ only where and when **commercial, editorial and technical** conditions have been negotiated

THANKS

**TV5MONDE**