SMART LNB CONNECTED TV SERVICES VIA SATELLITE

Broadcasters and TV platform operators can now deploy interactive TV services everywhere thanks to the arrival of the Eutelsat's "smart LNB" allowing them to extract more value from their present and future DTH customers.

KEY FEATURES:

→ Provides a satellite return link dedicated to interactive broadcast applications.

→ Low cost home device, compatible with existing consumer satellite equipment.

→ Based on open standards (DVB-S2, IP,...) and highly efficient protocols.

→ Combined with the optimised use of satellite spectrum in multiple frequency bands (C, Ku, Ka).

ENABLING CONNECTED TV APPLICATIONS VIA SATELLITE

Eutelsat has successfully completed the first phase of development of a "smart LNB" for Direct-To-Home (DTH) dishes that allows TV platform operators to deploy their own eco-system of linear television and connected TV services directly via satellite.

Designed by Eutelsat, the "smart LNB" is a new-generation electronic feed connected to an antenna with an embedded transmitter that makes it easy for service providers to deploy interactive applications.

The "smart LNB" is an enabler for a variety of innovative applications that can be deployed by the TV platforms. End customers will be attracted by value-added connected TV services such as: Push VoD, pay-per-view, social TV, HbbTV, multi-screen viewing, personal subscription management and live show participation.

It will transform mass market DTH satellite services by enabling broadcasters and platform operators to bolt interactive services onto their broadcast platforms, and to leverage the enormous developments in web services and applications. It circumvents viewer dependency on terrestrial fixed and mobile networks. This new product meets increasing consumer expectations to manage and interact with content. It also prepares the ground for machine-to-machine and home automation applications.

The first manufacturers have started incorporating the device into their designs and the objective is that the "smart LNB" will be widely adopted and become a pillar of the future television infrastructure.

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INTERVIEW **SMART LNB**

Antonio ARCIDIACONO
Director of Innovation at Eutelsat

What makes Eutelsat's "smart LNB" different?

Antonio Arcidiacono: For the first time in satellite services evolution, the smart LNB provides a cost-effective solution for interactive broadcasting and machine to machine (M2M) services, scalable to tens of millions users, with a consumer-grade equipment. This target is reached thanks to the use of edge-cutting technologies, such as bandwidth efficient protocols and high throughput satellites.

How does the "smart LNB" respond to market demand?

A A: Connected TV is booming. Most people use tablets while watching TV, and web giants are investing massively in the connected TV market, threatening traditional broadcasters and pushing them to deploy new interactive services. Eutelsat's "smart LNB" allows our customers to deploy these services everywhere. This new technology can benefit satellite homes with limited options for the return link, fast growing markets and mature markets where platform operators are seeking to build and sustain a close direct relationship with their subscriber base.

What is innovative about the Eutelsat "smart LNB"?

A A: Our "smart LNB" is a quantum leap forward. It uses state-of-the-art technology and has much higher transmission efficiency than other existing systems. Other solutions proposed in the last decade were based on traditional technologies and were released at a time when the market demand for interactive TV was marginal. Today, interactivity is a "must-have" option. The smart LNB has been designed and optimised for connected TV and M2M services. Another important element is the advent of High Throughput Satellites (HTS) currently covering the US and Europe, but soon to be introduced to other parts of the world. Eutelsat's "smart LNB" has been designed to combine the benefits of Ku-band broadcast coverage and HTS Ka-band coverage for interactive services.

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