

OUR COMPETENCES. OUR SERVICES.

presented by Hans Rummert, Expert Sales
MEDIA BROADCAST GmbH
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MEDIA BROADCAST – Facts and Figures

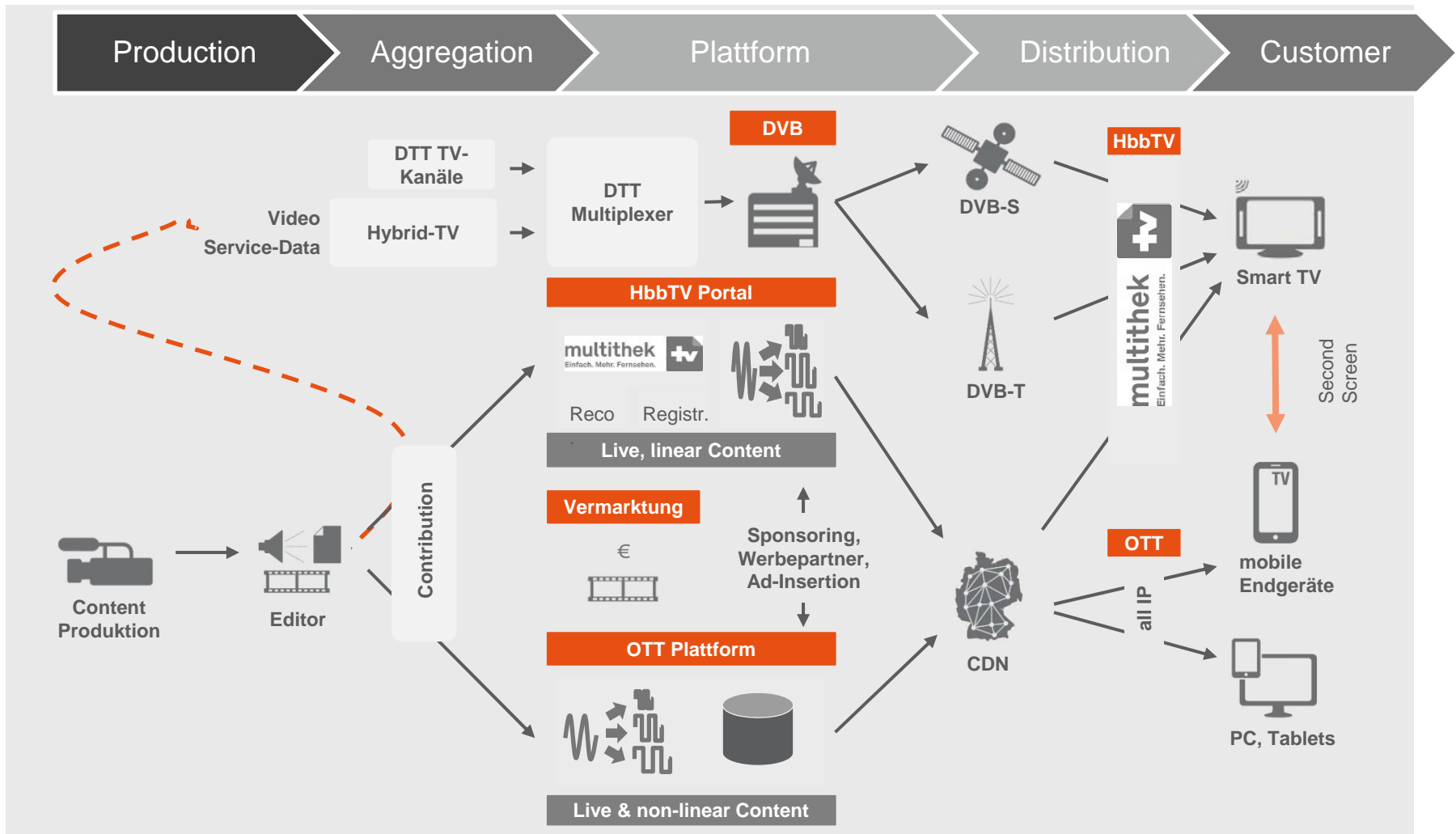
Innovation and reliability built on experience

- Market leader for the contribution and distribution of audio-visual media, with Germany-wide service structure
- Headquarter in Cologne
- 1,650 FM transmitters
- More than 350 DVB-T transmitters
- 100 DAB transmitters
- 7 DVB-S/-S2 platforms, 40 further transponders
- Satellite teleport with 100 antennas (60 of them Tx/Rx)

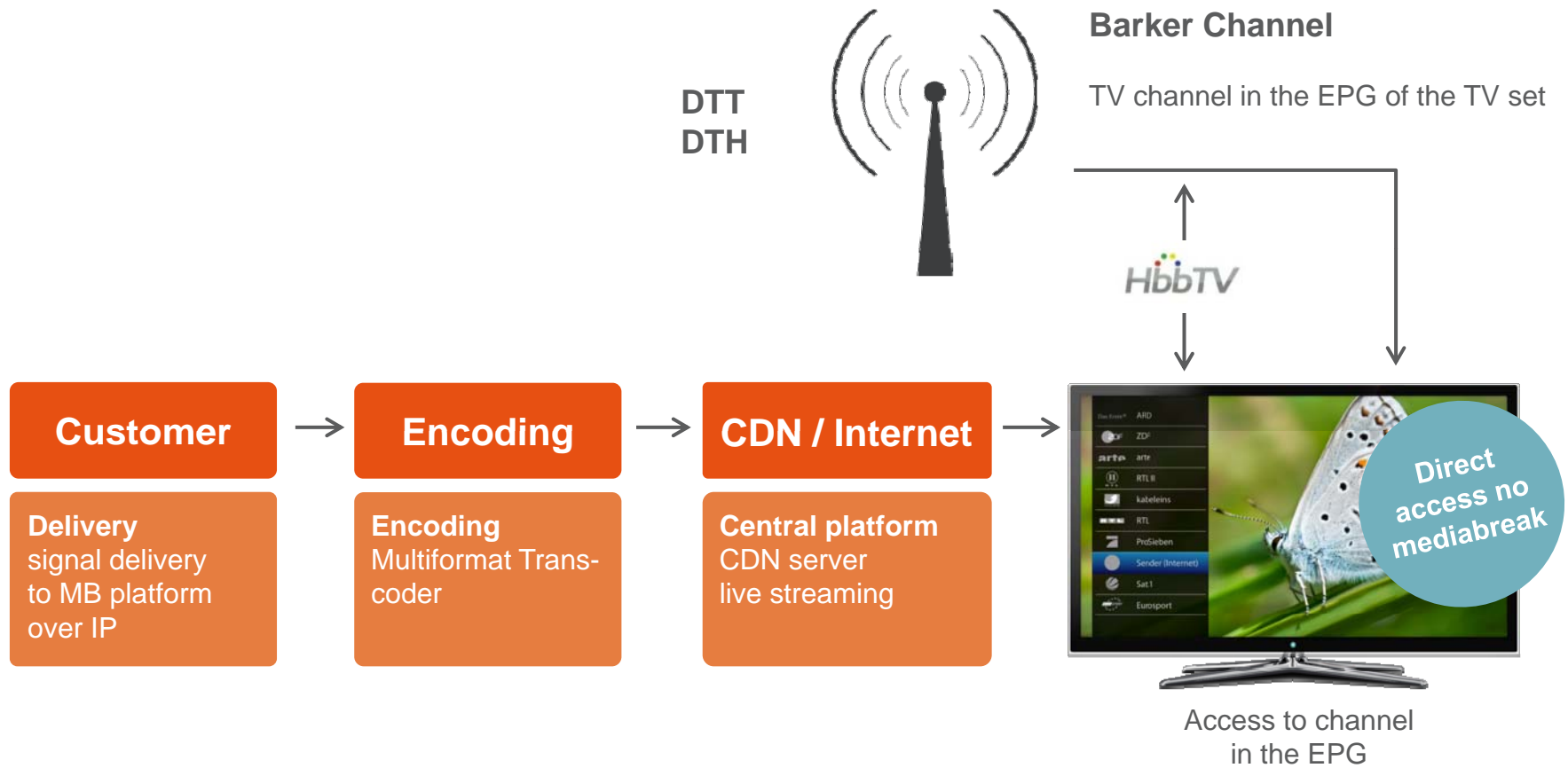


MEDIA BROADCAST – Content – Services

Combination of modular – Services



MEDIA BROADCAST – Content Distribution via hybrid TV multithek: Simply. More. Television.



MEDIA BROADCAST – Content Distribution via hybrid TV multithek: Simply. More. Television.

Product launch
February 2013

Over 85 Apps and
live streams

Free of charge for
consumers

Positive user
uptake



Successful nationwide
media campaign

Different business
models in place

Positive feedback in
the German media

Based on HbbTV
standard



MEDIA BROADCAST – Content Distribution via hybrid TV multithek: **Simply. More. Television.**



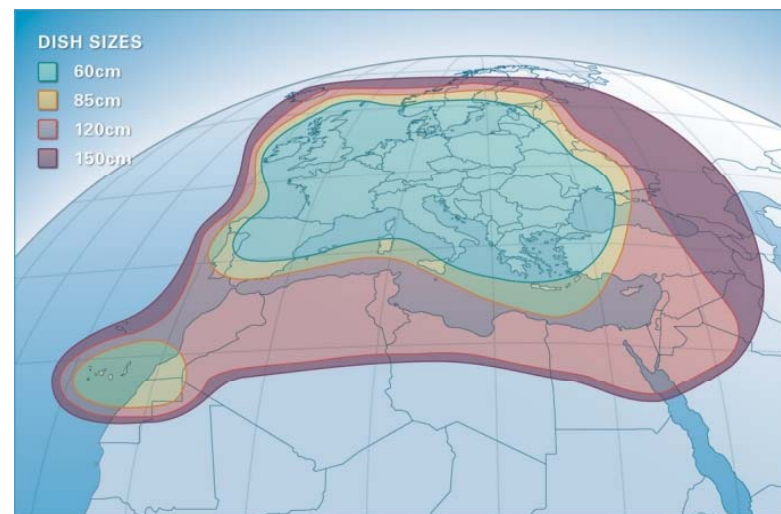
- Offer content: Listing in EPG and ESG (portal)
- Requirements: Linear TV offering; HbbTV conform IP-Stream
- Optional: Transcoding, Content Delivery Network and streaming

MEDIA BROADCAST – Content Distribution via hybrid TV multithek: **Simply. More. Television.**

DTT



Astra 19.2



MEDIA BROADCAST – Content Distribution via hybrid TV

multithek: Simply. More. Television.

KEY BENEFITS

User

- Seamless user experience
- No installation of Apps needed
- More content diversity
- Broadband and broadcast combined
- One device

Broadcaster

- TV-channel in EPG of DTT
- No contracts with CE manufacturers
- High visibility
- Analysis of user behavior



MEDIA BROADCAST – Content Distribution via hybrid TV

multithek: Simply. More. Television.



More Devices

- Multi screen

Availability

- MPEG Dash
- Dynamic Adaptive Streaming over HTTP
- HTML 5 integration

Safety

- More signal security with DRM

Personalization

- Recommendation engine
- Push content
- Ad-insertion



Contact details

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