



Digital Broadcasting Switchover Forum

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South Africa



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**Software and solution provider globally for hybrid
broadcast and IPTV media delivery systems**



Delivering IPTV and Triple-Play Services in Emerging Markets

▶ IPTV

- ▶ Delivery of media content across a data connection
- ▶ Can be live streaming (managed or over the top - OTT)
- ▶ Can be video on demand (movies, catch-up TV, advertisements, events, training, user generated content)
 - ▶ Can be pushed to the devices (and stored or buffered – push VOD)

▶ Triple-Play

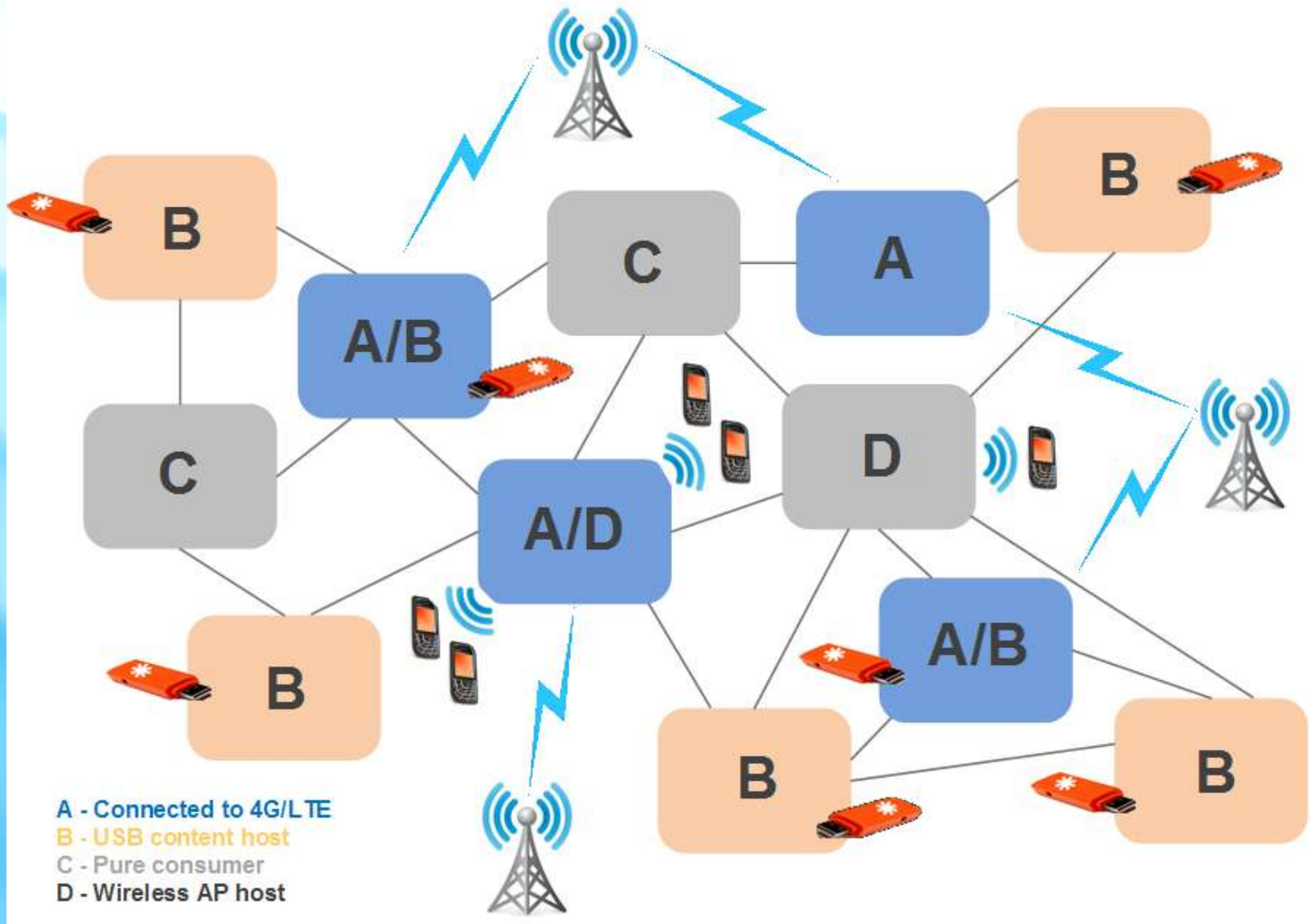
- ▶ Video, data and voice
 - ▶ Video (as above)
 - ▶ Data (typically for Internet browsing, social apps and downloading)
 - ▶ Voice (VOIP)

▶ Quadruple-Play

- ▶ Add mobile services
- ▶ Particularly relevant for Africa

- ▶ **Consider South Africa**
 - ▶ High penetration of TVs (78%) and power connections (89%)
 - ▶ Proven pre-paid business models from cellular industry
 - ▶ Dense population concentrations
 - ▶ Well developed cellular infrastructure

- ▶ **Challenges and solutions**
 - ▶ Network connectivity and cabling (currently 20%)
 - ▶ Wireless and mesh networks
 - ▶ Disposable incomes low
 - ▶ Flexible payment models, prepaid and micro-payments
 - ▶ Low PC/laptop/tablet/smart-phone penetration (phone 84% vs. 18%)
 - ▶ Target the TV (the main screen still by far)



- ▶ **Hybrid TV and wireless model**
 - ▶ Utilise proven technologies from other regions
 - ▶ Terrestrial channels (DVB-T2)
 - ▶ Wireless return path
 - ▶ Meshed network of wireless access points
 - ▶ Low-cost but high capability set top box
 - ▶ Leapfrog to the latest technology e.g. HTML5 + MHEG-5 = HbbTV
 - ▶ Highly flexible platform for micro-payments/pay per view/movie time top-up
 - ▶ Legacy middleware companies are slow to support this due to European/US focussed products influenced by large telco and cable customers
 - ▶ Allow multi-screen services via cell phones
 - ▶ Incorporate USB content distribution

- ▶ Added value from services
 - ▶ Educational content
 - ▶ Social TV (chat, message boards, social apps)
 - ▶ Information apps (health, government, local info, weather, emergencies)
- ▶ New revenue streams
 - ▶ Entertainment (pay per view), local content
 - ▶ Reselling of services amongst the community
 - ▶ e.g. wireless access, advertising, hosting events
 - ▶ Enabling the consumer to become a businessman/entrepreneur
 - ▶ Requires a flexible platform and payment mechanism
- ▶ Enable a new economic model



Thank you!

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**Visit Digisoft at stand #5
for a demonstration**

- ▶ a. No TV
- ▶ b. Analogue TV (usually a state broadcaster)
 - ▶ <sometimes a commercial company e.g. Sky or Multichoice get in here with pay DTH services if the transition to digital is delayed>
- ▶ c. Digital TV (the state broadcaster)
 - ▶ <sometimes other companies e.g. Netflix, Roku, Google TV, Apple TV get in here to deliver pay VOD and subscribers also watch video on PC/laptops, this can also happen before step C if it is *really* slow e.g. Russia, Thailand, Philippines>
- ▶ d. Digital TV with connected devices or OTT services (needs good connectivity)
- ▶ e. Multi-screen always-connected homes