

SUCCESSFUL SOLUTIONS FROM DTT PROJECTS AROUND THE GLOBE

CONAX SECURITY SUCCESS WITH TERRESTRIAL BROADCAST

Though a modest player within the broadcast industry on the whole, Conax is well established as one of the top three security providers for Digital TV globally, experiencing significant success in China, India, Russia, Latin Americas and Scandinavia. Conax has also captured 40% of the rapidly evolving global security market within terrestrial broadcast during the recent years.

Working with payTV operators, free to air operators and regulators in numerous regions, key challenges have translated into successful content security solutions!

Conax secures 13 DTT national platforms in Europe and is well-suited for both vertical and horizontal DTT models

Conax, free-to-air and pay TV operators collaborating for DTT platforms are often based on public broadcasting content, highlighting primarily free-to-air content. Thus, security is not a priority. As operations grow, pay-TV content providers show interest in joint opportunities. Adding premium pay-TV content increases platform value for free-to-air providers and provides a competitive edge towards satellite and cable platforms.

DTT BENEFITS:

- Additional space for channels within same spectrum
- Sharing frequency and equipment reduces costs
- Ability to offer more channels

To optimize platform benefits, Conax recommends that DTT operators select content security solution during initial planning phase, in preparation for pay-TV opportunities. Early planning will enable smooth introduction of pay-TV to the platform at a later stage.

As an example, after just five years of free-to-air DTT in Finland, the Finnish market had grown to a size where pay-TV became an interesting opportunity within the market. A pay-TV model was then easily added to the platform without the need to swap set-top-boxes. The Finnish DTT operator, Plus-TV, is currently operating a platform employing several hundred thousand smart cards.

DTT-SECURING A RICH SELECTION OF CONTENT

Digitenne, DTT service from Telco, KPN (www.kpn.nl), is a Dutch success story with over 800,000 broadcast subscribers. Launched in 2003, the Digitenne platform offers 4 free-to-air channels combined with 23 pay-TV channels and 19 radio channels, with MPEG2 good quality content coding. Digitenne uses content protection from Conax to protect its digital revenues. This platform has proven that a DTT operation also can be successful in a market where cable penetration is close to 100%. More than 20% of the Dutch households have now a DTT subscription from Digitenne.

A CONAX CASE STUDY

Norwegian terrestrial operator, RiksTV, offers 5 free-to-air channels and 21 pay-TV channels. Platform benefits have included starting a DTT operation without a legacy and launch, using the latest technology within compression, MPEG4 content coding for excellent picture quality, and security technology including Conax Pairing as an absolute requirement for the STBs. The platform is one of the most advanced and secure in the world. A highly successful project, the entire country migrated from analogue to digital within 24 months.

Additionally, the Norwegian platform is planning to introduce a rich on demand offering, in HD, based on Osmosys Push VoD technology, using Conax security. Offering the most popular TV services on a pay-per-view basis before regular broadcast has been highly successful in other proven Push VoD cases. Including Conax CAS and Conax Pairing will secure the premium Push VoD content.



Securing DTT

SUBSIDISED SET-TOP-BOXES PROVIDE GOOD BUSINESS BENEFITS

Pay-TV operators usually subsidize set-top boxes to reduce the consumer's up-front investments. Revenue comes rather from a steady, growing base of subscribers - monthly subscription for a number of years. Deploying set-top boxes capable of accessing both free-to-air and pay-TV makes it possible to reduce set-top box costs and ensure use of high quality set-top boxes for the best consumer experience. Content and set-top box security solution, Conax CAS with Conax Pairing, secures the platform's joint return-on-investment, maximizes profit potential and ensures that the set-top boxes cannot be hijacked for use by another service.

ENSURING STB QUALITY

A key concern of regulators and broadcasters is ensuring that set-top boxes are of sufficient quality. DTT operators are encouraged to establish a test and approval regime for set-top boxes to ensure the requirements of the operator. For best results, experience has shown that it is necessary to have a testing and approval regime in place from project start. In a horizontal market, the emphasis on set-top box quality and functionality is even more important to assist consumers in selecting the best set-top-box.

Today, proven technology is available for securing STB usage and deployment of quality controlled STBs; thus regulators and broadcasters have the freedom to choose the best STBs for their solution.

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