Connected TV services

eutelsat

Eutelsat's SmartLNB enables broadcasters and TV platform operators to deploy interactive TV services everywhere, generating more value from 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.

→ Supports Multi-screen and DRM protected applications.

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

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

Eutelsat changes the rules of satellite TV with its SmartLNB for Direct-To-Home (DTH) dishes that enable TV platform operators to deploy their own networks of linear television and connected TV services directly via satellite. Designed by Eutelsat, SmartLNB is a next-generation electronic feed connected to an antenna with an embedded transmitter that makes it easy for service providers to deploy interactive applications.

The SmartLNB solution gives end customers easy access to value-added connected TV services such as: Push VOD, pay-per-view, social TV, multi-screen viewing, personal subscription management and live show participation.

Broadcasters benefit from direct contact with their installed base to provide a wide range of applications, including: customer intelligence and promotion of new personalised services, enhanced customer support, remote diagnostics and firmware updates, audience measurement and more.

By connecting the SmartLNB to a Wi-Fi router, its connectivity features become immediately available for DRM protected multi-screen applications, in particular on tablets and smartphones.

The SmartLNB solution transforms mass-market DTH satellite services by enabling broadcasters and platform operators to integrate interactive services into their broadcast platforms, as well as exploiting the enormous developments in web services and applications. It circumvents viewer dependency on terrestrial fixed and mobile networks.

This exciting technology meets increasing consumer expectations to manage and interact with content. It also enables machine-to-machine and home automation applications via satellite.
If you are interested in deploying such services on a fully dedicated network, Eutelsat can provide you the tools to do it.

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How it works

The SmartLNB solution is based on the Eutelsat Broadcast Interactive System (EBIS), an IP network composed of a hub, satellite segment, and remote interactive satellite terminals.
It provides a bidirectional narrowband IP channel on top of normal Direct-To-Home (DTH) reception in Ku-band. The return link can be in Ka-band or Ku-band, depending on the model and the region.

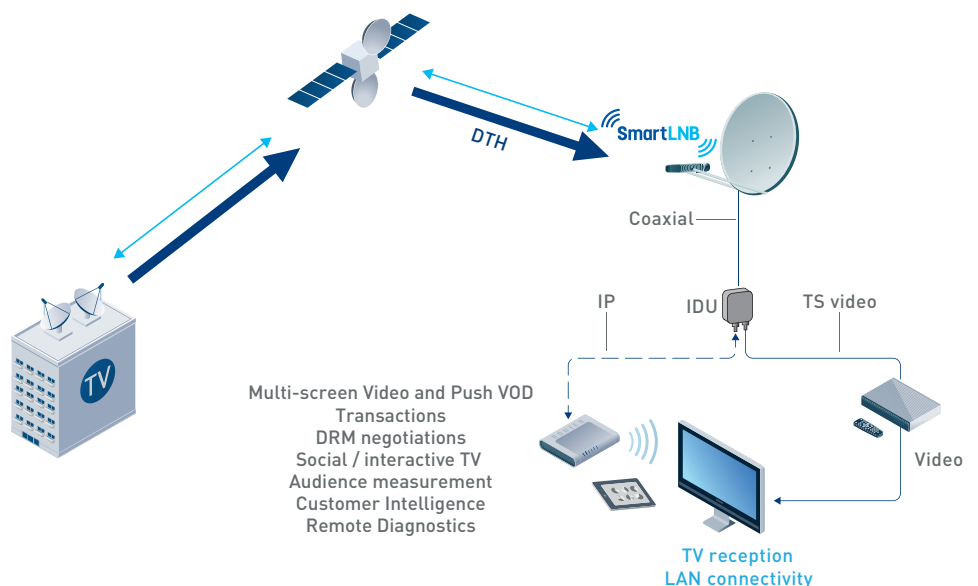A typical installation for interactive TV services is composed of:
- Satellite dish
- SmartLNB feed with coaxial output
- Interactive set-top box (STB)/In-Door- Unit (IDU) that splits the video signal to the legacy TV/STB and the IP signal to the local network.

The SmartLNB solution takes advantage of the Ethernet over coax: in existing installations the user does not need to replace the cabling.
The interactive STB/IDU makes use of standard protocols (DVB, IP, ...) and is thus compatible with any standard user equipment and application.

The SmartLNB solution is optimised for bursts and message-type traffic on the return link; the transmission protocol provides modulation and asynchronous access scheme with all the terminals in the network spreading the traffic on the same channel bandwidth reaching very high spectrum efficiency.

Operators may serve a wide population of terminals with cost-effective satellite bandwidth on Eutelsat's worldwide satellite footprints.

DTH

SmartLNB

Coaxial

IP   IDU   TS video

Multi-screen Video and Push VOD
Transactions
DRM negotiations
Social / interactive TV
Audience measurement
Customer Intelligence
Remote Diagnostics

Video

TV reception
LAN connectivity

For further information please contact us:
www.eutelsat.com/enquiries