



Industry Forum

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Software Based
Conditional Access
& Service Delivery Platforms

Broadband
Telco/IPTV & Cable

Broadcast Cable,
DTH and DTTV

Hybrid Networks

60+ IPTV networks
in N&S America

20+ IPTV & Cable networks
in EMEA and Asia/Pac



Latens Latens Ecosystem
12.00 Friday, 7th September

CHANNEL	09:00	09:30	10:00
CHANNEL 1	Conditional Access Solutions	Cable TV	Video On Demand
CHANNEL 2	Revenue Protection	Latens IPCAS	Cable TV Pay Per View
CHANNEL 3	Content Security	Hy... IPTV	Latens E... DVB® Compliant
CHANNEL 4	Service Delivery Platforms	Premi...	Hybrid Networks L...
CHANNEL 5	Latens Ecosystem	Latens BCAS	Telco TV Latens CAS
CHANNEL 6	Pay Per View	La... IPTV	Telco TV Premium Content

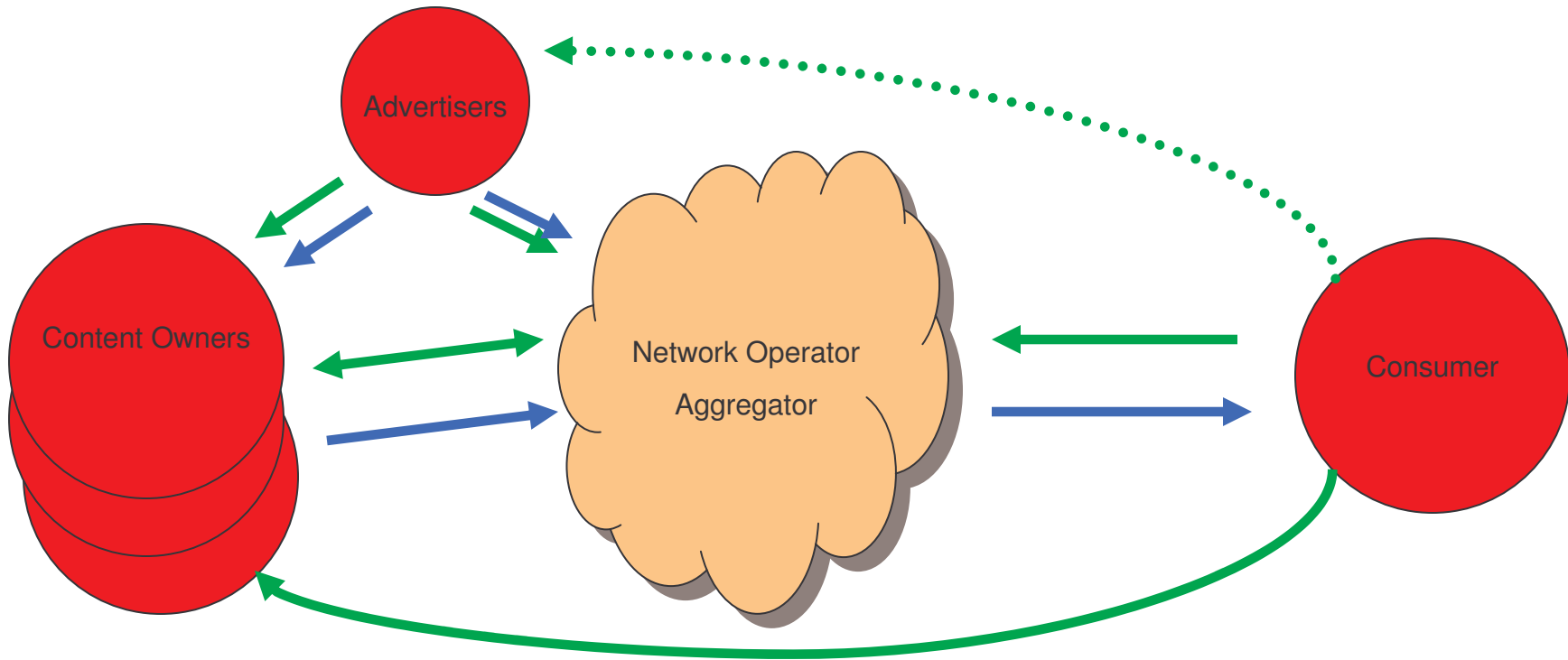
LATENS ECOSYSTEM
A high performance, state-of-the-art service delivery platform for advanced TV services over IP networks.

INFO MORE PROGRAM INFORMATION

FUNCTIONS SEARCH FAVORITES / ALL VIEW

Launching with Echostar ViP-TV™ at NAB

The Network Operator's Simple World of Pay-TV



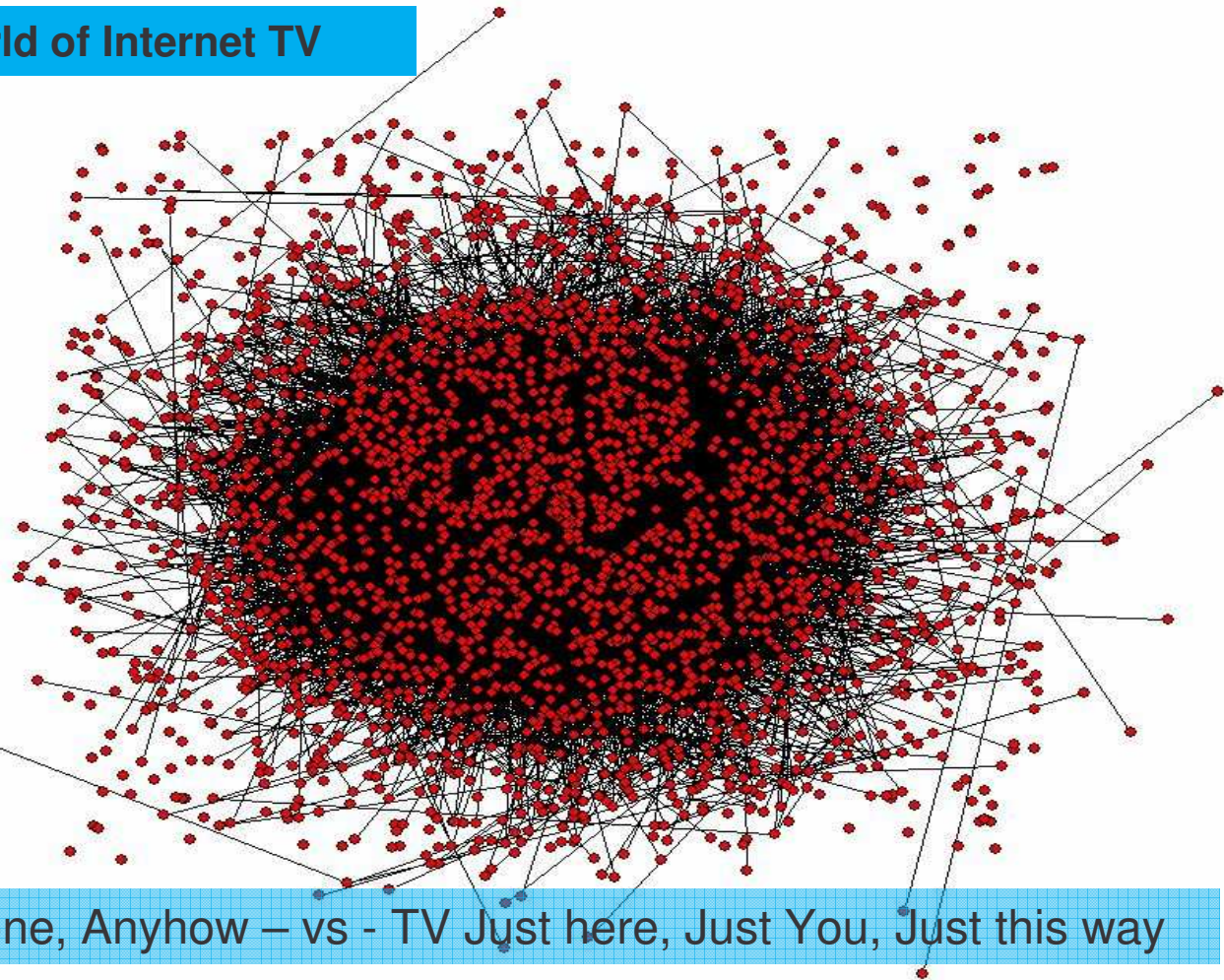
Blue arrow → Content flow
Green arrow → Money Flow

The Complex World of Internet TV

Hundreds of thousands of content sources & aggregators (millions with P2P)

New & Complex Business Relationships to Evolve

New S.W.O.T.s



TV Anywhere, Anyone, Anyhow – vs - TV Just here, Just You, Just this way

An Smaller Operator's View of Internet TV

A Few of the Issues

- Bandwidth Usage & Cost
- QoS for internet TV
- Audience Volume & Fragmentation
 - Pay-TV revenue and margin
 - On Demand Revenue
 - Ad revenues
- Churn
- Brand Protection

A Few Opportunities/responses

- Pay for usage? Throttling?
- QoS & Experience
 - HD, DVR+, Home network
 - Partner/cache popular sites for TV & PC
 - Navigation
- Glocalize
 - Global access, Local content, Local Branding, Local Ads
 - “Sticky” Applications
- Bundle more creatively - Multiplay



Hofstadter's Law

It always takes longer than you expect, even when you take Hofstadter's Law into account.

Douglas Hofstadter - 1979