Delivering OTT with Satellite

How to maintain Satellite quality and unlock new revenues

contact@broadpeak.tv
OTT streaming gaining ground

- All screens: PC, tablets, Smartphones, etc...
- Content is mobile, available everywhere
- Delinearized; StartOver, Timeshift, nPVR, VOD
- Designed for personalized content (ex: targeted Ads)
- Concentrate all the innovations today

Global market for television and the online video market – IHS - 2017

OTT is the natural future of Video Delivery
But OTT still has problems to solve

1- Unicast Scalability issue

Will only get worse, especially with Live, 4K, VR...

2- QoE is not as good as what we know it in Broadcast

Buffering, Latency, Zapping time, Video Quality (due to limited scalability)...

Problems coming from Broadband distribution, not OTT itself

One content watched by millions of people will be sent millions of times

The solution: Use broadcast to distribute OTT

Traditional Satellite

MPEG-TS

Satellite Link

mpeg-DASH

Broadband

mpeg-DASH

Satellite Link

Traditional OTT

OTT over satellite
Satellite has an important role to play in OTT

Satellite is...

**best reach** (low-density / poor connection regions)
**best scalability** (one beam for million users)
**best quality** (only viable option for UHD, VR, etc...)
...regardless of the format used to embed the video content
Satellite & OTT: How do you connect?

- Wifi Access Point
- IP over Ethernet
- IP over Ethernet
- Satellite STB
- Convert multicast to unicast

nanoCDN Software Agent
**OTT over satellite solution**

**BkE200 - Transcaster**
Unicast to Multicast

**Satellite Gateway or STB**

**Standard OTT players**

**Home Network**

**nanoCDN Agent**
Multicast to Unicast

**Unicast**

**Unicast**

**Multicast ABR/ DVB-S**

**Live streams**
**Video files:** VOD, Catchup,...
**Generic files:** DRM info, metadata, EPG,...

**QoE as good as regular Sat distribution (same technology but MPEG-DASH replaces MPEG-TS)**

**Works even with no internet land connection at all in the Home network**
Hybrid DTH-Broadband solution

Automated broadcast-broadband transitions, **seamless to the end-device**

Offloads typically **over 80%** of the unicast traffic
B2B: distribution in public places

Specific B2B offer: best quality video with virtually no capacity limitation

Good option to get started with OTT before dealing with more complex DTH transition
Most efficient way to distribute OTT to local IP PoPs, terrestrial stations or mobile edge

Enables high bitrate consumption applications such as UHD even in poorly connected areas
Conclusion: The best of 2 worlds!

- **High Scalability**
- **Best QoE**
- **Infinite reach**

**DTH**
- STB only
- Live only
- One content for all

**OTT**
- Doesn’t scale
- Poor QoE
- Only where broadband is OK

- **All Screens**
- Catchup, VOD
- Individualized content

**nanoCDN™ technology**
Satellite is back!

Benefit from Satellite distribution advantages and evolve progressively towards future-proof OTT technology.

Offer a better OTT service than ISPs: Better resolution and experience (no latency or buffering).

Open new business horizons with B2B and contribution.

The movement has already started and the technology is already in production in many places.
Thank you!

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