

# ERT DIGITAL SERVICES

Yiannis Vougiouklakis

New Media General Director

[ivougiouk@ert.gr](mailto:ivougiouk@ert.gr)

# Where we are today



SMARTPHONE



TABLET



LAPTOP



PC



TV

## Digital Services in a nutshell (1):

1. 4 channels (one world wide and tree domestic)
2. Twenty seven radio stations
3. A dozen of Ad-Hoc Channels
4. At least two OTT Channels (ERTPlay1 and 2)

## Digital Services in a nutshell (2):

5. VoD's in different qualities and formats
6. Apps in iOS and Google Play
7. Smart TV (Samsung and LG)
8. Hybrid TV (HbbTV lunched at December 2017)

## Digital Services in a nutshell (3):

- We have know-how in managing different but concurrent technical issues.
- We have rich content in our database and all our services have been provided with little cost due to our technical structure.
- We provide targeted quality service.

# EBU Flow participants



## Benefits of EBU Flow (1):

- Higher quality for online delivery - ability to switch between “best of breed” CDNs based on performance using industry leading load balancing.
- Better value for money - economies of scale (Please get in touch to learn more).
- Increased redundancy - access to Multiple CDNs.

## Benefits of EBU Flow (2):

- Access to new technology - access to switching technology, advanced metrics and future platform development.
- Access to integrated value added services (if required) - origin services, analytics, encoding, transcoding, security at the edge.
- Reduced administration and infrastructure costs.
- Long term strategic advantages.



# EPT HYBRID

## HbbTV Apps (1):

The year 2017 is a landmark year for ERT and New Media. The company today boasts a number of technology projects that have been implemented to enable multimedia content through a variety of devices and applications such as mobile phones, tablets, pc's, laptops, smartv, etc.

## HbbTV Apps (2):

- The pinnacle of technological developments is of hybrid TV (HbbTV) services provided by ERT for the first time in Greece but also in the Balkans as a Public Broadcaster.
- Hybrid TV and the interactive services it offers are now available to citizens by ERT free, free, interactive.

## HbbTV Apps (3):

We currently offer for free seven apps like:

1. 24+,
2. On Demand,
3. 27 live radio stations,
4. EPG,
5. ERTPlay (thematic channel)
6. Whether app
7. Search

# RED BUTTON SAMPLE



# HBB APPS



# INTERACTIVE WEATHER APP

18° Τρίτη 7 Νοε

Ο καιρός στην Ευρώπη ▶

Ροή και θερμοκρασία

Σύννεφα και βροχοπτώσεις

metonews Wednesday, 17:00

Temperatures (°C)

- >40° very hot
- >30° hot
- >20° warm
- 10° coolish
- 0° cold
- <-10° very cold
- <-20° extremely cold

metonews Temperatures

MR SELFRIDGE

EPT webtv

Δ' κύκλος επεισοδίων

18° Αθήνα

15:00	18:00	21:00	Τετ	Πεμ
18°	16°	17°	16°	18°

19° Πάτρα

15:00	18:00	21:00	Τετ	Πεμ
18°	16°	17°	16°	18°

21° Θεσσαλονίκη

15h	18h	21h	Τετ	Πεμ
18°	16°	17°	16°	18°

Κλείσιμο

EPT HYBRID

# HbbTV next steps approach

- More Apps especially for educations
- Targeted footage (Live and VoD)
- Facing Disabilities issues
- Synergies



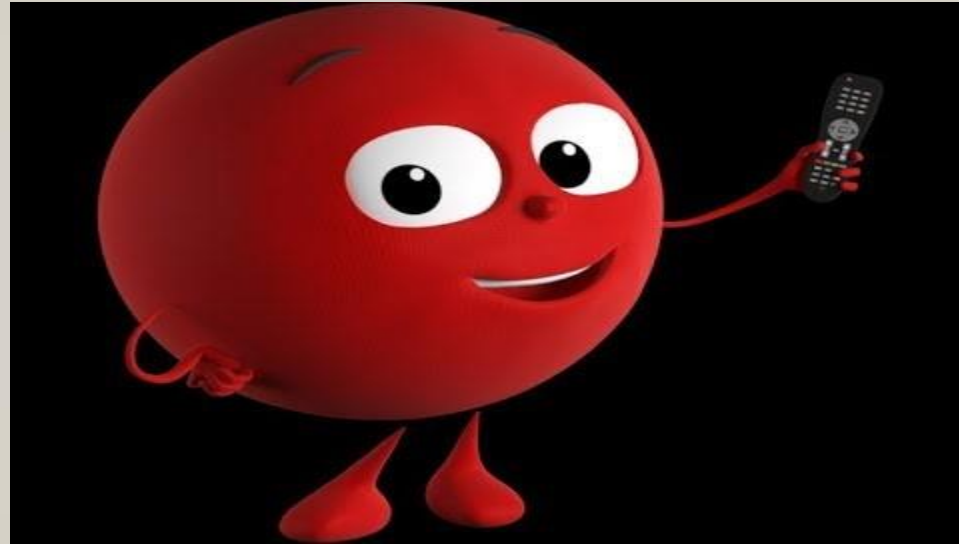
# MUNDIAL 2018 – THE CHALLENGE (1)

- Multi-Angle Content
- Matchcast Multistream
- Video on Demand (VoD) and Social Media Content
- Immersive Content 180° Live Streams and 360° VoD

## MUNDIAL 2018 – THE CHALLENGE (2)

- Web Solution
- VR App
- HbbTV innovative Apps

# Red Button Hero



# Thank you!