

# Shaping the future of broadcasting



STARFISH 

Connected TV is destined to expand rapidly. Growing competition from over-the-top providers will move TV satellite operators and broadcasters to evolve in terms of services and content provisioning strategy. **Starfish will point the way forward!**



# STARFISH

## TRANSPORTING VIEWERS VIA SATELLITE INTO A WORLD BEYOND THE BOX



For the first time, satellite broadcasters and TV platform operators can enrich their services by adding interactivity to their direct-to-home (DTH) users through a satellite return link.

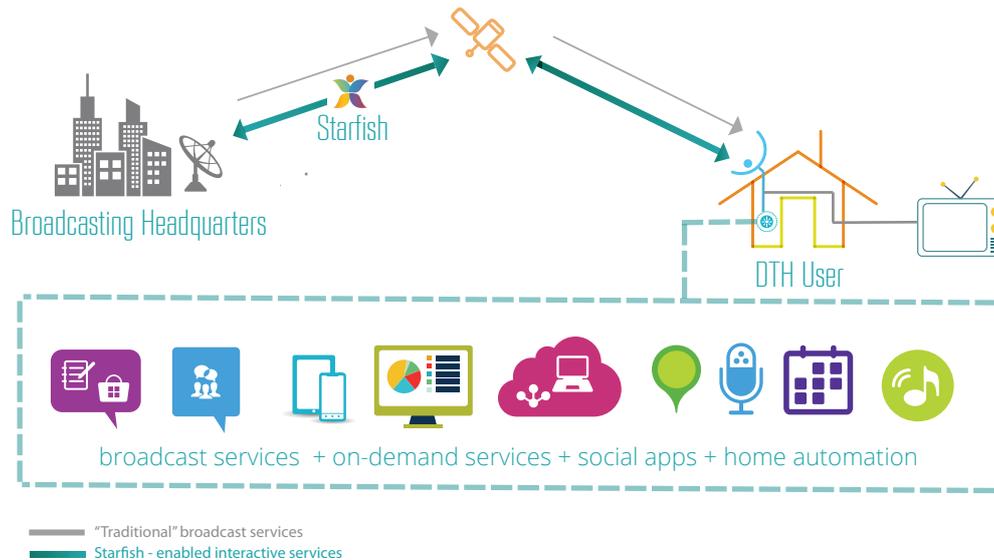
This “giant leap” can be achieved with Starfish, an innovative and cost-effective platform, which equips broadcasters with a flexible and high-performance solution for a satellite-only environment.

Using cutting-edge technologies, Starfish can easily transform *traditional entertainment* into an *interactive experience*. This network scales up to tens of millions users, and only needs easy-to-use, consumer-grade devices available at the user’s own premises.

On the operator side, this ambitious target can be met with Starfish, a highly modular and flexible platform. Starfish can be fully integrated with the content provider’s existing architecture, thus significantly minimizing capital expenditure.

A MULTITUDE OF SERVICES NOW AVAILABLE  
EVERYWHERE AND FOR EVERYONE,  
USING A SATELLITE-ONLY INFRASTRUCTURE

## HOW STARFISH WORKS



## SYSTEM HIGHLIGHTS

A wide range of services, including non-linear TV, IP-based applications, and home automation, is now possible in a satellite-only environment. This enhancement is achieved throughout the DTH coverage, and is **independent** of any terrestrial infrastructure, be it wired or wireless.

The Starfish platform boosts **non-linear TV services**, by allowing a satellite bouquet operator to leverage the impressive evolution of web applications, which are currently accessible only to terrestrial and over-the-top (OTT) operators. In this way, the satellite broadcaster can build its own interactive features with a fully satellite-based infrastructure, available everywhere, and for everyone.

Thanks to Starfish, the operator can offer its customers a number of services via satellite, including payment transactions, on-demand services, HbbTV, pay-per-view, social networking, live show participation and multi screen viewing. Together with TV-oriented applications, Starfish also supports **additional integrated services**, such as every kind of IP-based application, and home automation.

Finally, a return link, which is available for the first time for all terminals, paves the way for **novel features on the broadcaster side**, such as enhanced conditional access system (CAS) techniques, real-time audience measurement and remote interactive satellite terminal (IST) control.

Starfish is the key which opens the door to a new ecosystem of linear television and connected-TV services.



# benefits for operators

- 💡 Customer intelligence: terminal telemetry, troubleshooting, and automatic user profiling
- 💡 Enhanced CAS techniques, based on bidirectional algorithms
- 💡 Effective real-time audience measurement



- 🎯 Full integration with existing facilities at broadcasters' premises (eg forward link infrastructure and management services)
- 🎯 Highly modular and scalable platform, to support an unlimited number of simultaneous users



- 💡 No dependency on any terrestrial infrastructure
- 💡 Interactive TV: voting, betting, social apps, and on-demand services
- 💡 Support for all IP-based applications, eg web browsing
- 💡 Integrated services, eg home automation and security

- 🎯 Full backward compatibility with existing coaxial cabling at the premises of DTH users
- 🎯 Cost-effective IST upgrade by replacing the outdoor unit only, suitable for mass-market installations



# benefits for DTH users

innovation

cost-effectiveness

# STARFISH



## System at-a-glance

### Platform capabilities

- › Easy integration with existing architectures on both forward and return links
- › System optimization for both single and multiple-beam configurations, and for all frequency ranges (C, Ku, and Ka bands)
- › Highly scalable, modular and adaptive architecture, full integration with existing management facilities

### Novel features

- › Interactivity provided to DTH customers via a satellite-only infrastructure
- › Added-value services on the broadcaster side, including enhanced CAS, real-time audience measurement and remote terminal control
- › Additional integrated services, such as home automation and internet via satellite

“Connected TV is booming. Most people use tablets while watching TV, and web giants are investing massively in the connected TV market, threatening traditional broadcasters and pushing them to deploy new interactive services. The Starfish solution allows our customers to deploy these services everywhere.”

Antonio Arcidiacono, *Director of Innovation at Eutelsat*



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