



## **Connected TV**

**- Experience, Definition, Challenges & Opportunities -**

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**Consumer: TV is lean-back and enjoy! – Manufacturer's challenge:**

- Easy and simple access to content
- Fast navigation and operation





neo plasma black 2500 IPS LED



**3D**  
FULL HD





## Technology vs Lifetime

- TV is not a PC

## Similar challenges for devices without screen

- Set Top Box, Stream Boxes, Game Consoles
- HDD PVR, BluRay Player/Recorder
- Mobile Devices

## Content Protection

- CAS, DRM, ...
- Levies

## Broadcast vs. Broadband vs Mobile

- Working hard to make access to various services possible

## Network

- Network neutrality
- Geo-blocking
- Country specific standards (e.g. DVB-T vs /T2, HbbTV v.X, local specifications, ...)
- Network specific standards (CAS, EPG, LCN, ...)



Lifetime: TVs are often “a piece of furniture” in the living rooms

## Services

- Complementing services to classical broadcast
- Specialized services for small groups
- Individualized content and services
- Secured distribution, if necessary

## Seamless unique consumer experience

- Multi-screen
- Interoperability
- Connectivity

## Support the Digital Single Market

- Panasonic solution without technical limitations for services to be offered by 3rd parties across all EU27

## Overcome the Digital Divide

- Services easily accessible to IT and Internet non-experts
- Participate the connected life without PC



## Smart VIERA

- Offers convenient, lean back and innovative services
- Gives full control to end consumers
- Still early stage: take-up supported by rich offer of content and services

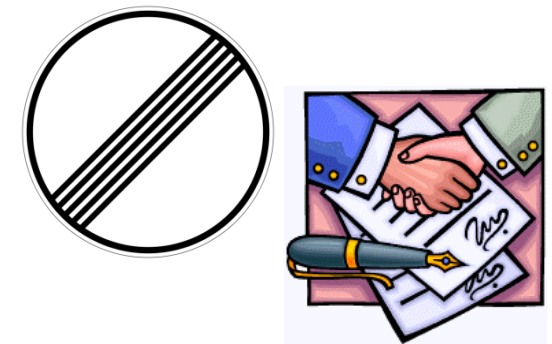


## Strategy

- Manufacturer Brand Portals are basis & origin of Connected TV.
- Standards, MHP, HbbTV alone are not sufficient to guarantee consumer acceptance and business success.
- Network, service & content providers to seize opportunities and not block or create limitations

## Policy implication

- Connected TV does not raise new regulatory challenges.
- Fair and similar approach of all devices with similar features is required.
- National and technical fragmentation should be avoided.



# Panasonic

ideas for life

