



IPTV AND VOD OVER SATELLITE: REVOLUTIONIZING MEDIA CONSUMPTION THROUGH SATELLITE TECHNOLOGY

IPTV AND VOD OVERVIEW

IPTV and VOD are two revolutionary technologies that are transforming the way people consume media. Through satellite technology, viewers can access a wide range of content from anywhere in the world under the satellite coverage.

This slide will explore how IPTV and VOD work over satellite and share the business model idea.



BENEFITS OF IPTV AND VOD OVER SATELLITE



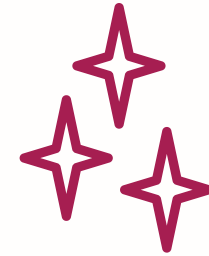
Cost Savings for Consumers

With a standard DVB-S set-top box, you can access IPTV and VOD services even when you don't have Internet.



Wide Area Reach

Allow customers to access IPTV and VOD services from any location reachable by satellite.



High Quality

Provide anyone with access to 4K and 8K content without requiring a high-speed internet connection.

“QUALITY IS NEVER AN ACCIDENT; IT IS ALWAYS THE RESULT OF INTELLIGENT EFFORT.”

by JOHN RUSKIN

POTENTIAL APPLICATION FIELDS



Hospitality and tourism
Offline VOD & Zero
Headend



Education and training
Offline E-Book, Audio
Lib, Video Training



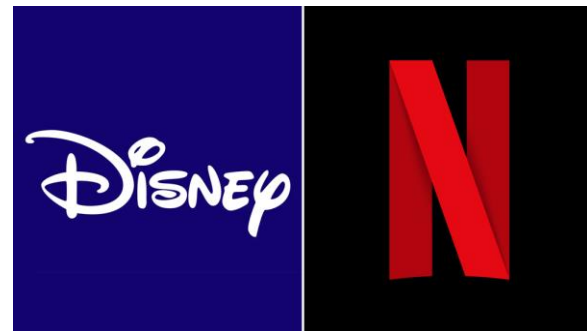
Data Transfer
For Mass Deployment



Entertainment System for
Aviation, Maritime, Bus &
Trains



Cooperative Comm.
for Rural Area
like Oil Drill &
Agriculture



Extend 3rd Party
OTT Services
with Sat Coverage



Offer Catch-Up &
Timeshift TV
to Regular Satellite
STB Users



Capacity to go
Multiscreen without
Internet

REVENUE MODELS



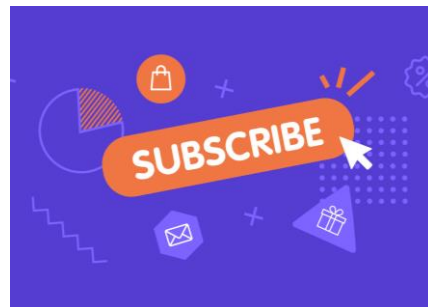
Licensing
for Over Satellite
Distributed Content



Turnkey White Label
OTT Platform over
Satellite



Complementary Solution Service
for Internet Based OTT services
to extend their range



Subscription Model
for Premium Content



AVOD & FAST for
Freemium Content

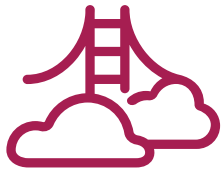


Event Based Streaming with
sponsorship and branded
content



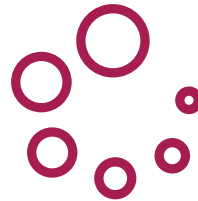
SECURING IPTV & VOD OVER SATELLITE

ENCRYPTION



Types of Encryption

CAS (Conditional Access System) for Data (DVB-MPE) PIDs to limit anybox access and Offline DRM AES (Advanced Encryption Standard) for content protection via external USB device.



Fingerprint & Watermarking

Adding a unique identifier to the video content that can be traced back to the authorized user or device



Access Control

subscriber authentication, channel mapping, or IP address filtering for restricting access to the video content to authorized users or devices

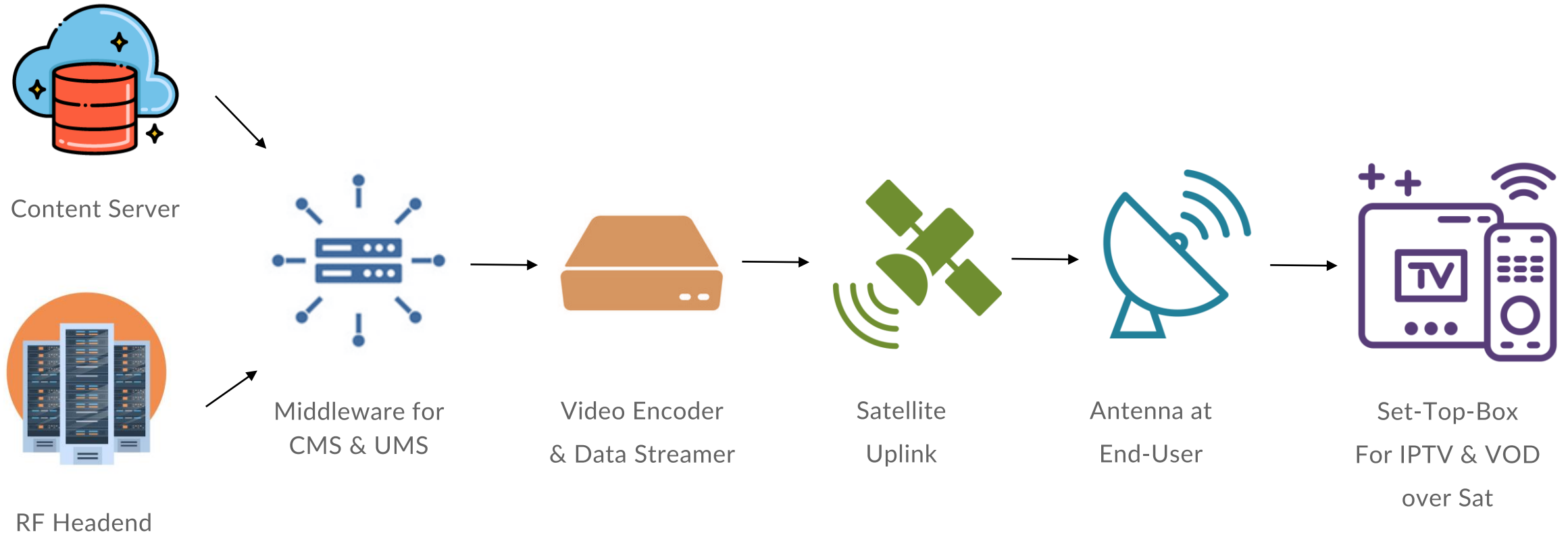
Encryption is an important tool for securing IPTV & VOD over satellite, providing users with improved security and privacy.



VOD OVER SATELLITE: OPTIONS AND CLIENT DEVICES

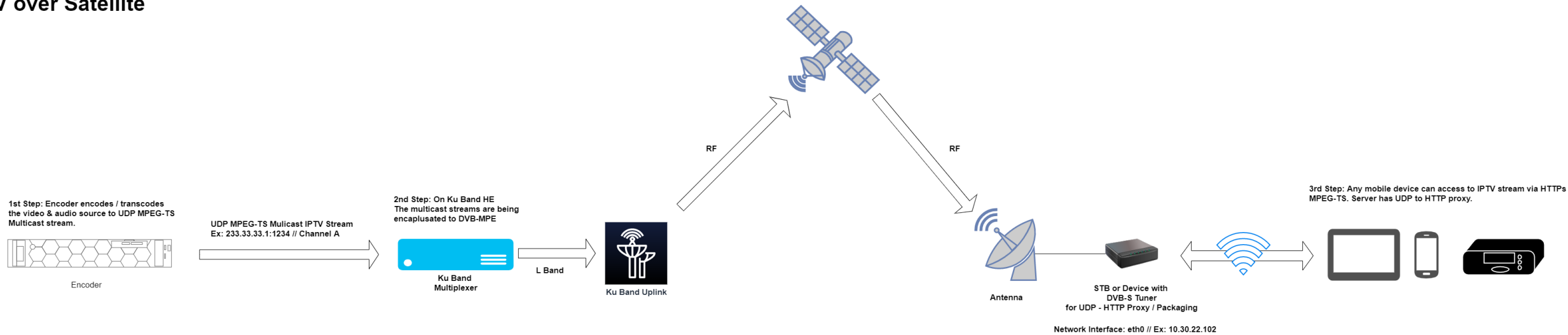


GENERAL OVERVIEW



SYSTEM DESIGN – IPTV Without Vsat

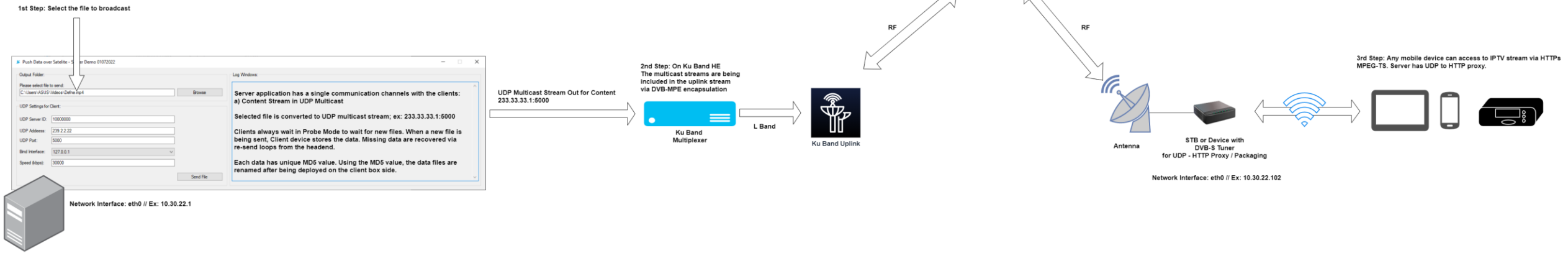
IPTV over Satellite



There are 4 different ways to transmit received streams in home at Local Area Connection: Direct multicast streaming, UDP to HTTP Proxy for Unicast or HLS – DASH packaging.

SYSTEM DESIGN – VOD Without Vsat

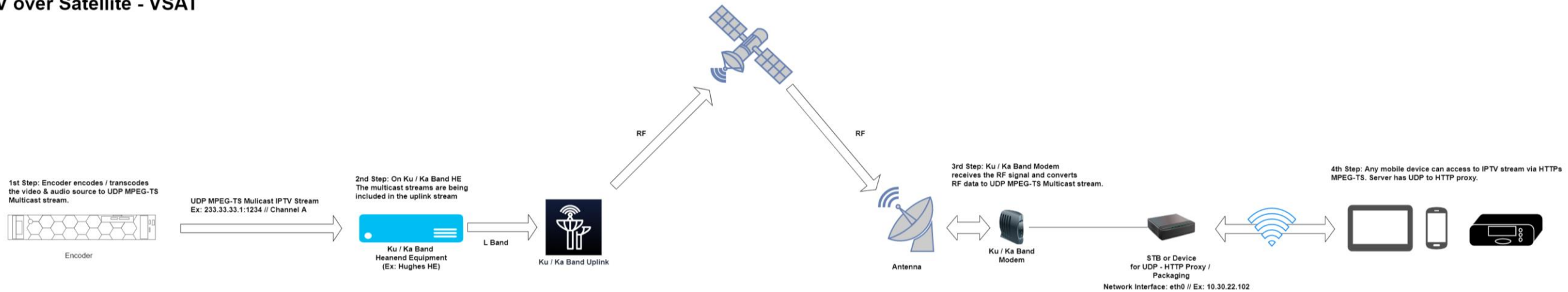
VOD / File over Satellite



HTTP Proxy: UDP Live streams received over Ku Band via tuner to can be distributed on the local as multicast. Yet, not all client devices can get multicast streams. A UDP to HTTP Proxy can let all devices receive the Live stream transmission.

SYSTEM DESIGN – IPTV With Vsat

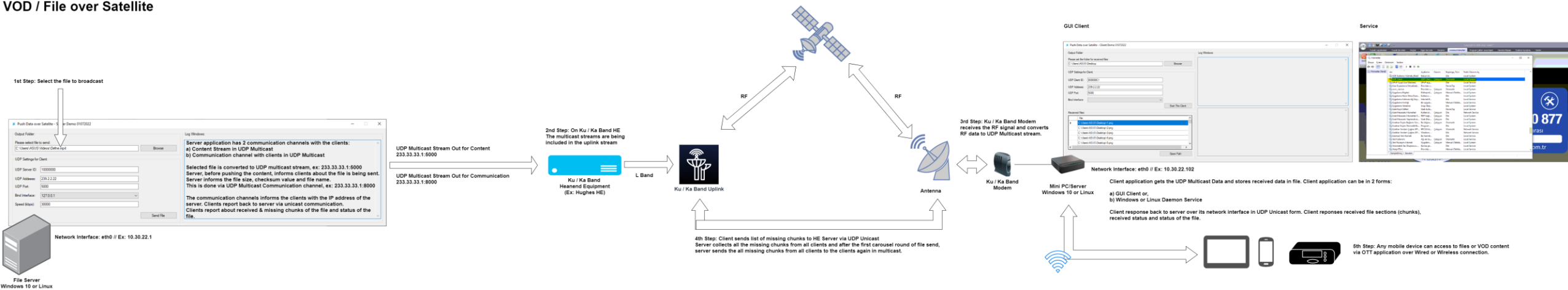
IPTV over Satellite - VSAT



HTTP Live Streaming (HLS): HLS is a popular unicast streaming format that uses adaptive bitrate streaming to adjust the quality of the video stream based on the viewer's network conditions.

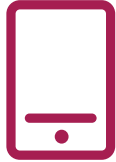
SYSTEM DESIGN – VOD With Vsat

VOD / File over Satellite



Dynamic Adaptive Streaming over HTTP (DASH): DASH is another popular unicast streaming format that uses adaptive bitrate streaming and can support a range of different video codecs and container formats.

SYSTEM DESIGN – DEVICES



Smartphones (Android/iPhone)

APK / APP Installation to support Unicast streaming over STB or GW



Tablets (Android / iPad)

APK / APP Installation to support Unicast streaming over STB or GW



PC / MAC (App or Web)

Offline Application or Web UI to access VOD content on STB or GW and play multicast streams



STB (Linux / RealOS)

API, SDK & code sharing to let STB developers to create application to access unicast / multicast live stream and VOD lib via external USB storage.



Smart TVs (Android/WebOS/Tizen)

APK Installation for Android TVs and Web UI to access unicast live streams and VOD catalog via local IP/domain search



Game Consoles

API, SDK & code sharing to let Game Console developers to create application to access unicast / multicast live stream and VOD lib.

SYSTEM DESIGN – Highlights



Handle the broadcasting of real-time channels and events over a network without requiring a feedback loop.



Optimization of bandwidth costs equals scalability.
Millions of people all using the same stream.



Service Quality, There is no overloading of the system even at the busiest times.

“IPTV & VOD OVER SATELLITE ARE POWERFUL TOOLS THAT CAN UNLOCK A WORLD OF POSSIBILITIES FOR BUSINESSES AND CONSUMERS ALIKE.”

THANK YOU

IPTV and VOD satellite businesses, with the right methods and resources, can extend the availability of information, education, and entertainment to the widest possible audience at the lowest possible price with the highest possible reliability.



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