



Homa TV

Entertainment turn-key solution

www.seirobotics.net

Where there is Sunshine, There are Homatics products.

What's Homa TV Solution ?



Demo Video : <https://youtu.be/5lEd94F7Lyk>

Homa TV is a turn-key solution for global operator, which consists of three parts:

Platform

- OTT+DVB TV Platform
- Streaming Platform

System

- Big Data Management System (DMS)
- User Management System (UMS)
- Subscriber Management & Billing System
- Shopping TV System

Client application

- Smart TV Client (STB, Android TV)
- Smart Phone Client (iOS & Android)
- Tablet Client (iOS & Android)
- PC Website

What does Homa TV Work ?

Homa TV System

TV Platform

- Live TV / VOD
- EPG Management
- Push Message
- Customized UI
- Smart Recommendation

Valued-Service

- Advertisement
- Shopping
- News
- Games
- Music

Subscription&Billing

- Payment Gateway
- Account System
- Subscriber Management

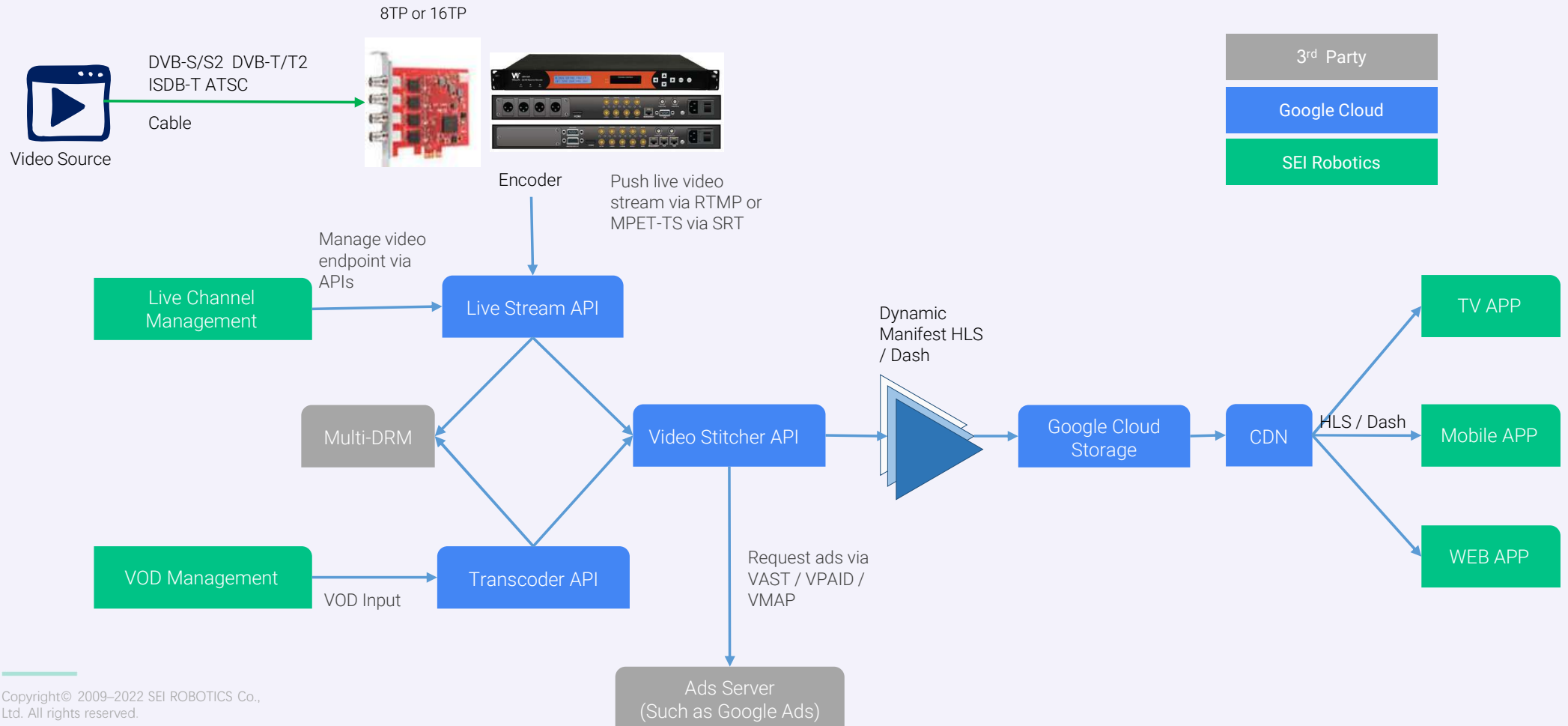
Google Cloud

- Media CDN
- Live Stream
- Multi-DRM
- Widevine CAS

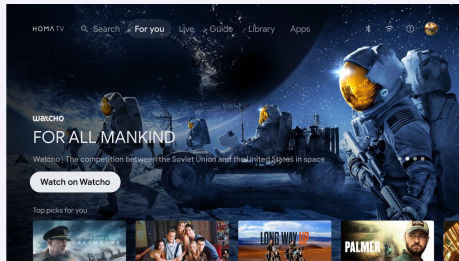
Statistical Analysis

- Big Data
- User Tag
- Data Collection / Report

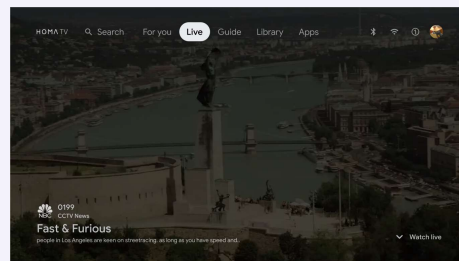
What does Homa TV work?



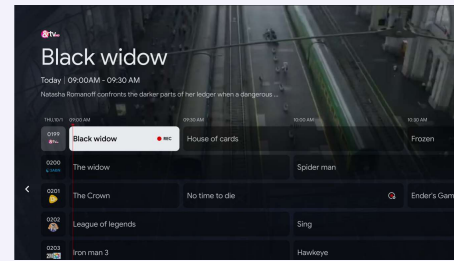
More Content Display



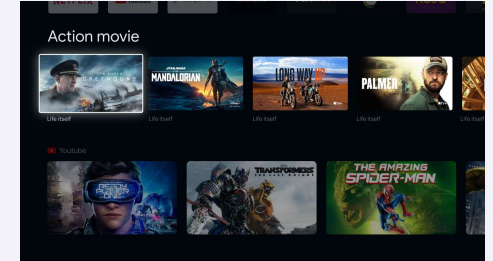
Home Page



Live TV (DVB channel+OTT channel)



EPG



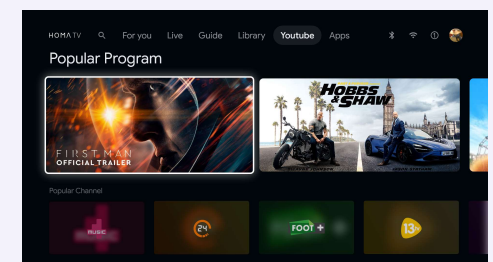
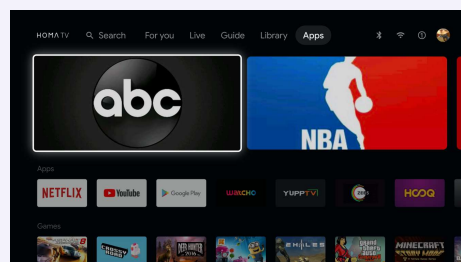
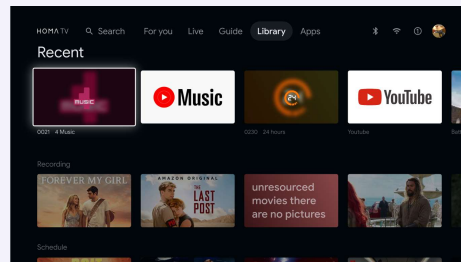
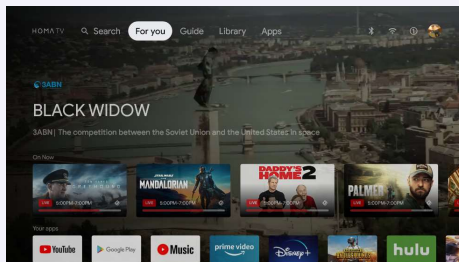
Video On-demand

Catch-up TV

Library

APP

3rd APP Video(YouTube)

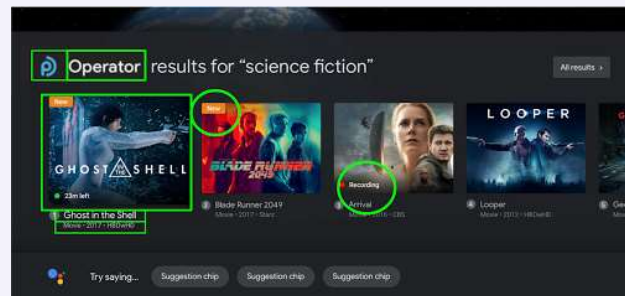
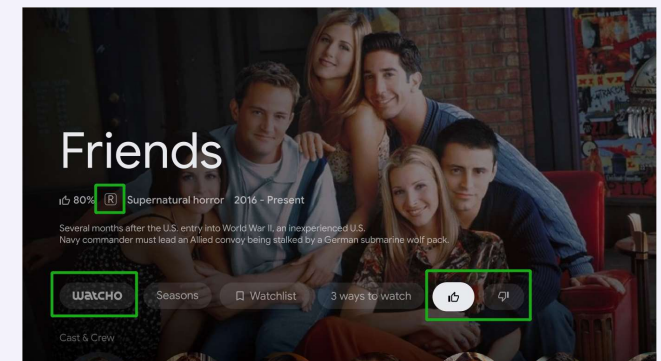
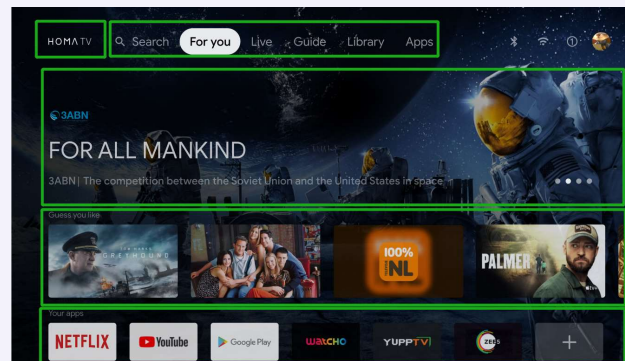


Real-Time Customized UI



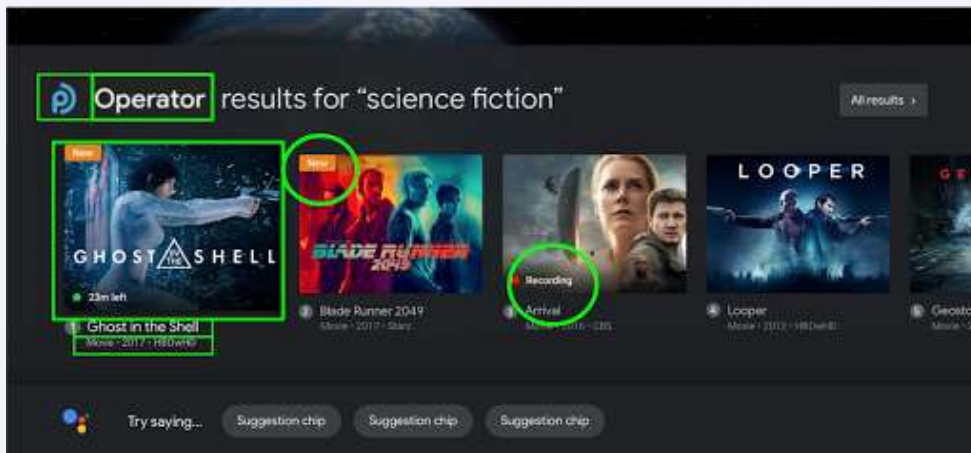
Real-Time Customized UI

- 2 Launcher theme (Launcher-G & Launcher-D)
- 3 Launcher color (white, purple, orange)
- Boot animation
- Logo/brand
- Menu
- Banner
- Rail (channel/program/app/AD/3rd party)
- App
- Voice search result
- Background play



Voice Control

Integrate with Google Assistant to implement voice search and voice control, free user's hand and improve user experience.



UX customization of list-based results, showing Operator branding, control of results/metadata, and use of badging.

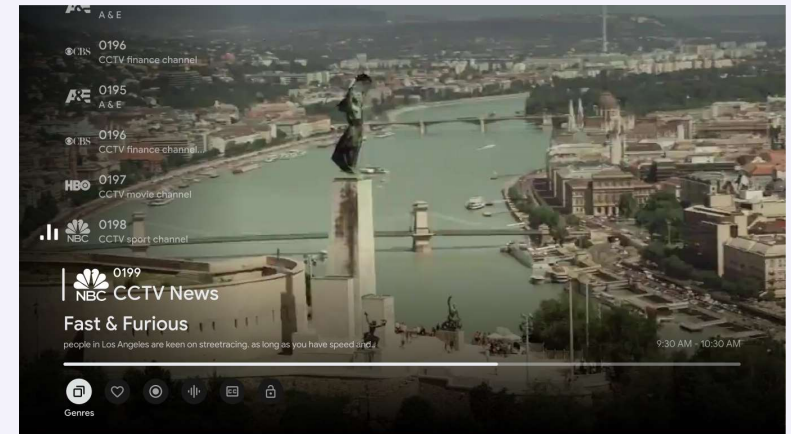


UX customization of the detailed entity results, showing Operator metadata, badging, multiple CTAs (Calls-to-action), and further content sources hidden below the fold.

Live TV

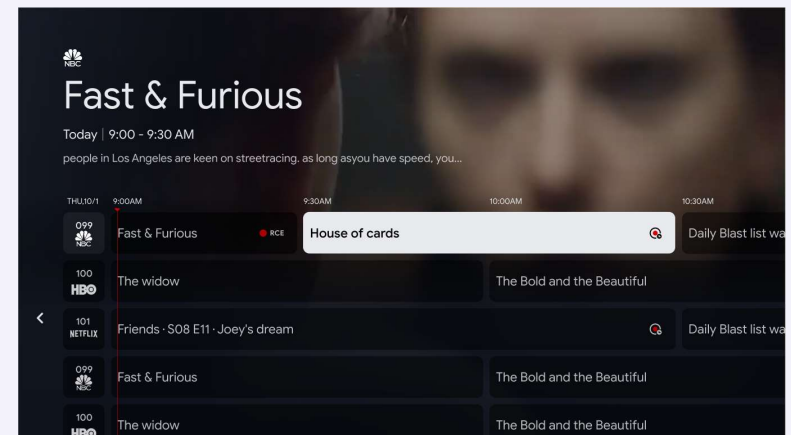
Live Channel

- Using Android TIF framework to integrate OTT & DVB channel into one
- OTT Channel & Widevine DRM
- DVB Channel & Widevine CAS
- Integrate CBS
- Support time-shift, recording, favorite, reminder etc.



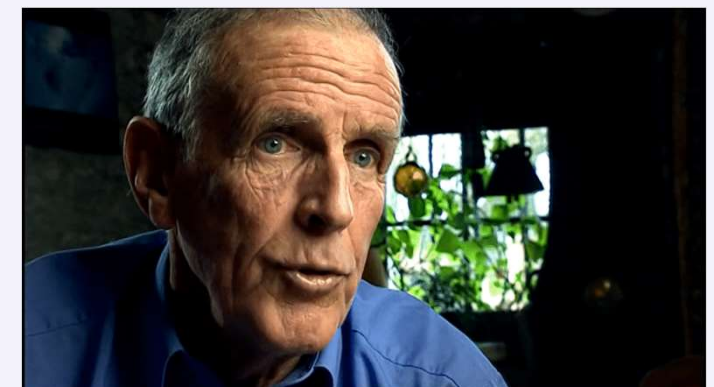
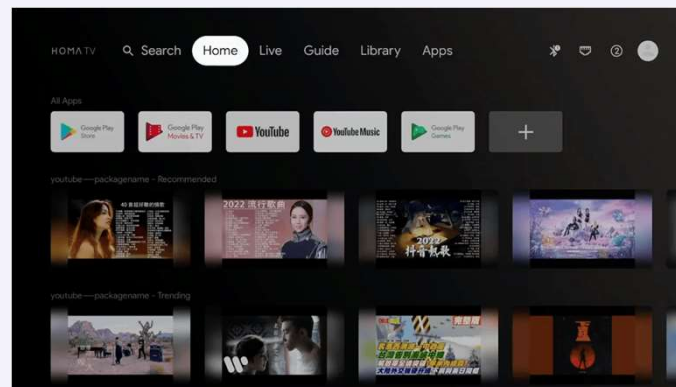
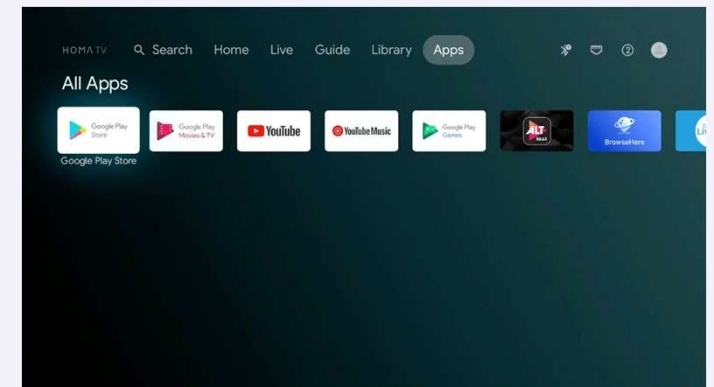
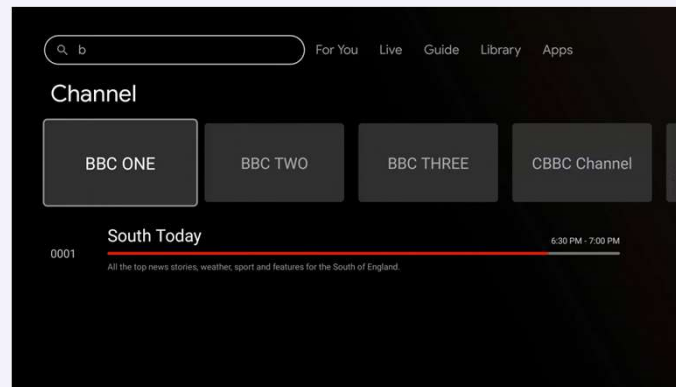
EPG

- Integration with 3rd-party EPG provider (GraceNote)
- Support reminder schedule and recording schedule



User Experience

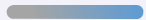
- Focus breathing light
- Dynamic background color
- Smooth animation
- Humanized interaction
- Rich playback functions
 - set favorite
 - record
 - Time-shift
 - subtitle



Recommendation

▶ Personalized Recommendation

Recommend media that users are interested in based on their interests/profiles. Commonly seen in the "Guess what you like" rail of home page or search result page.



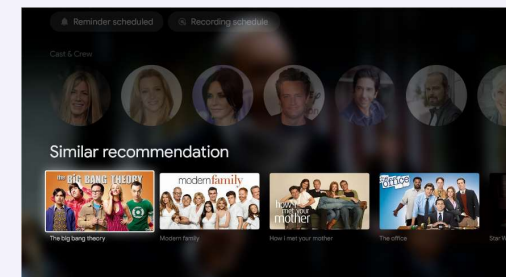
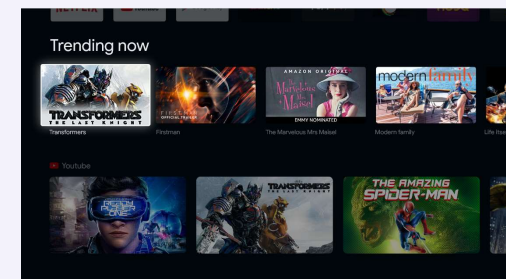
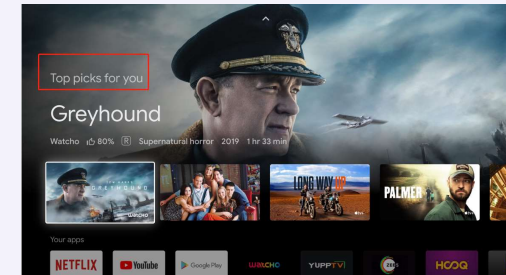
▶ Popular Recommendation

Globally sort all media in the database and filter the videos with the highest viewing rate. Commonly seen in the "popular movie" rail of home page.



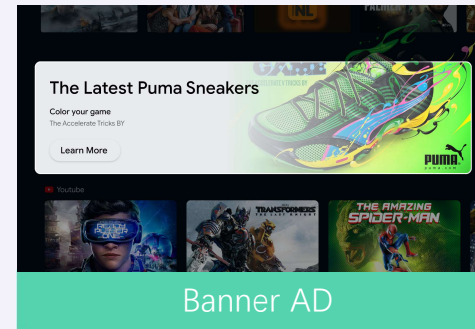
▶ Related Recommendation

Recommended media similar to the current media to improve the depth of access. Commonly seen in the "Related Recommendations" rail of the media asset details page.

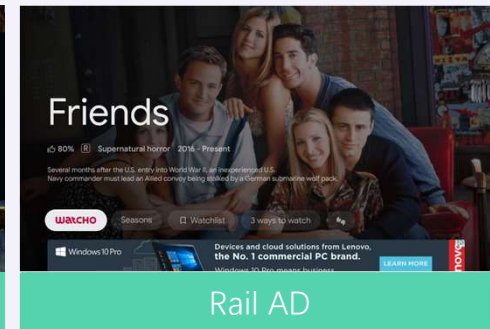


Targeted and Measurable AD

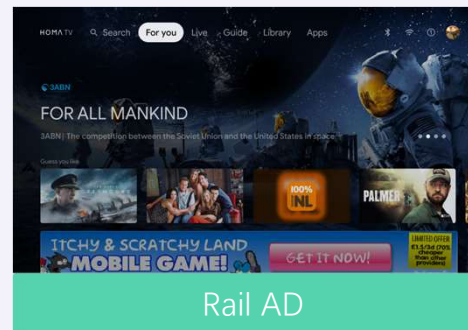
- Experience a better way of advertising
- Speak to your target audience
- Engage audiences with interactive ads



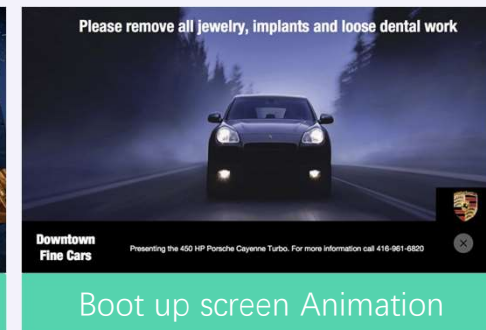
Banner AD



Rail AD



Rail AD



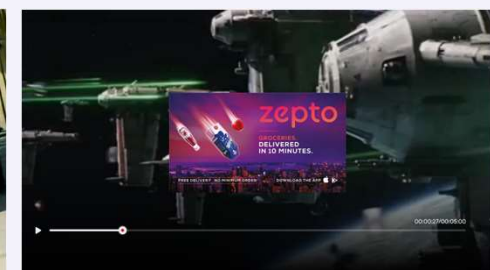
Boot up screen Animation



Pre-roll / Mid-roll AD



Band-aid AD

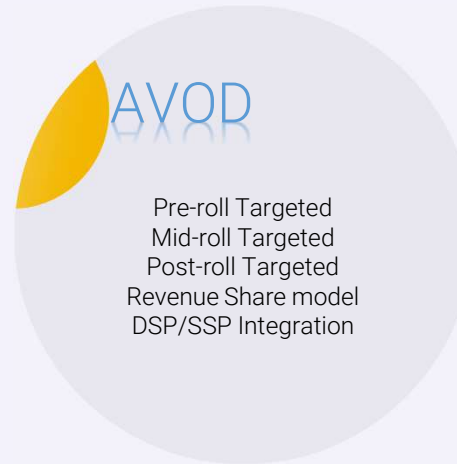


Pause AD

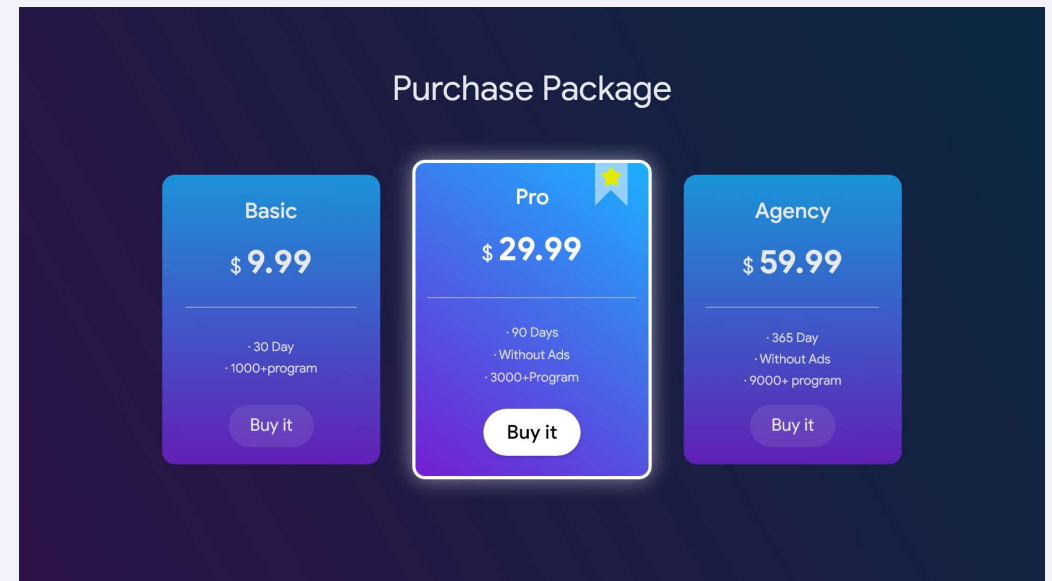
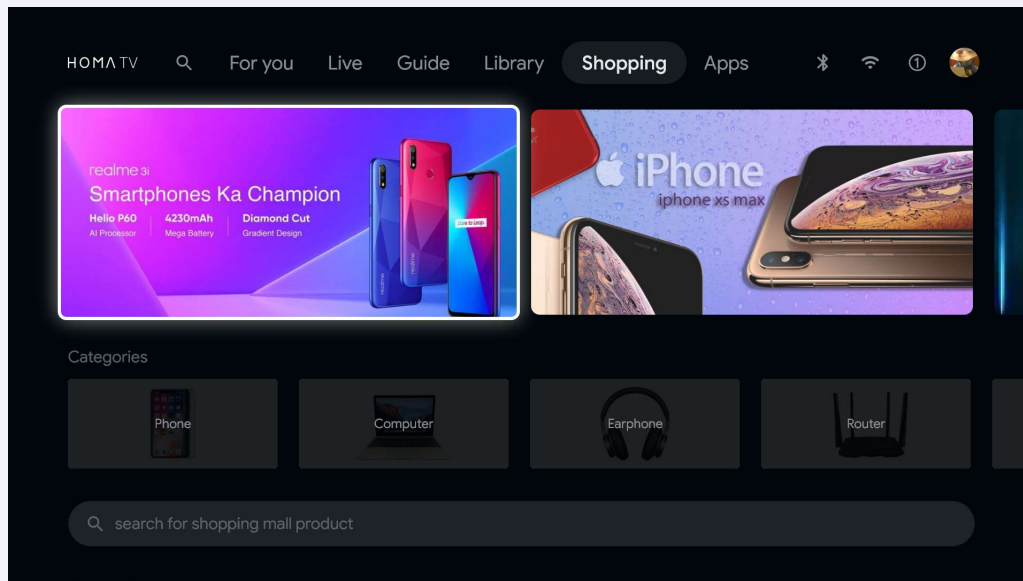


Monetization

A variety of content promotion
and monetization methods

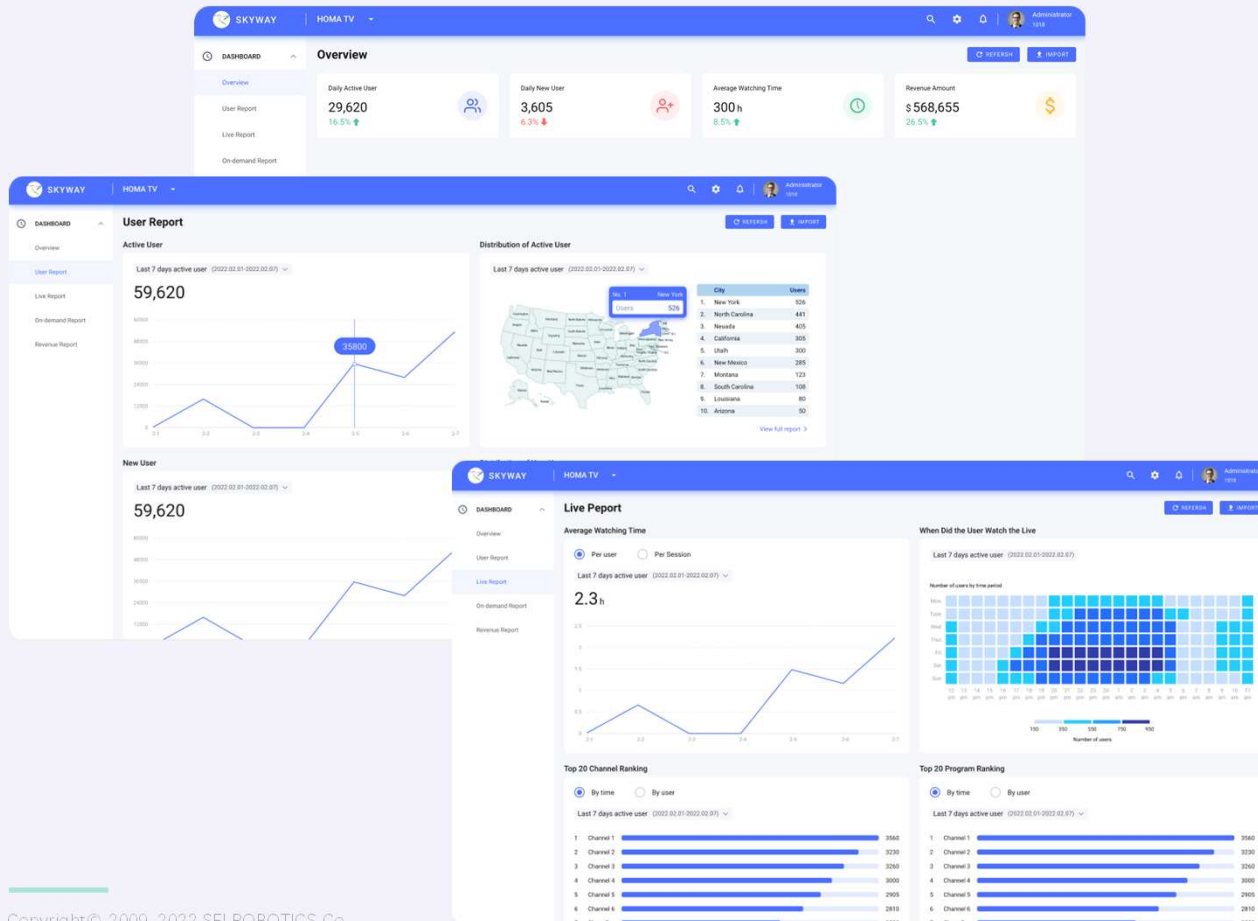


Extend More Value-added Service



- Shopping Mall
- Cloud Game
- Music
- Instant Video

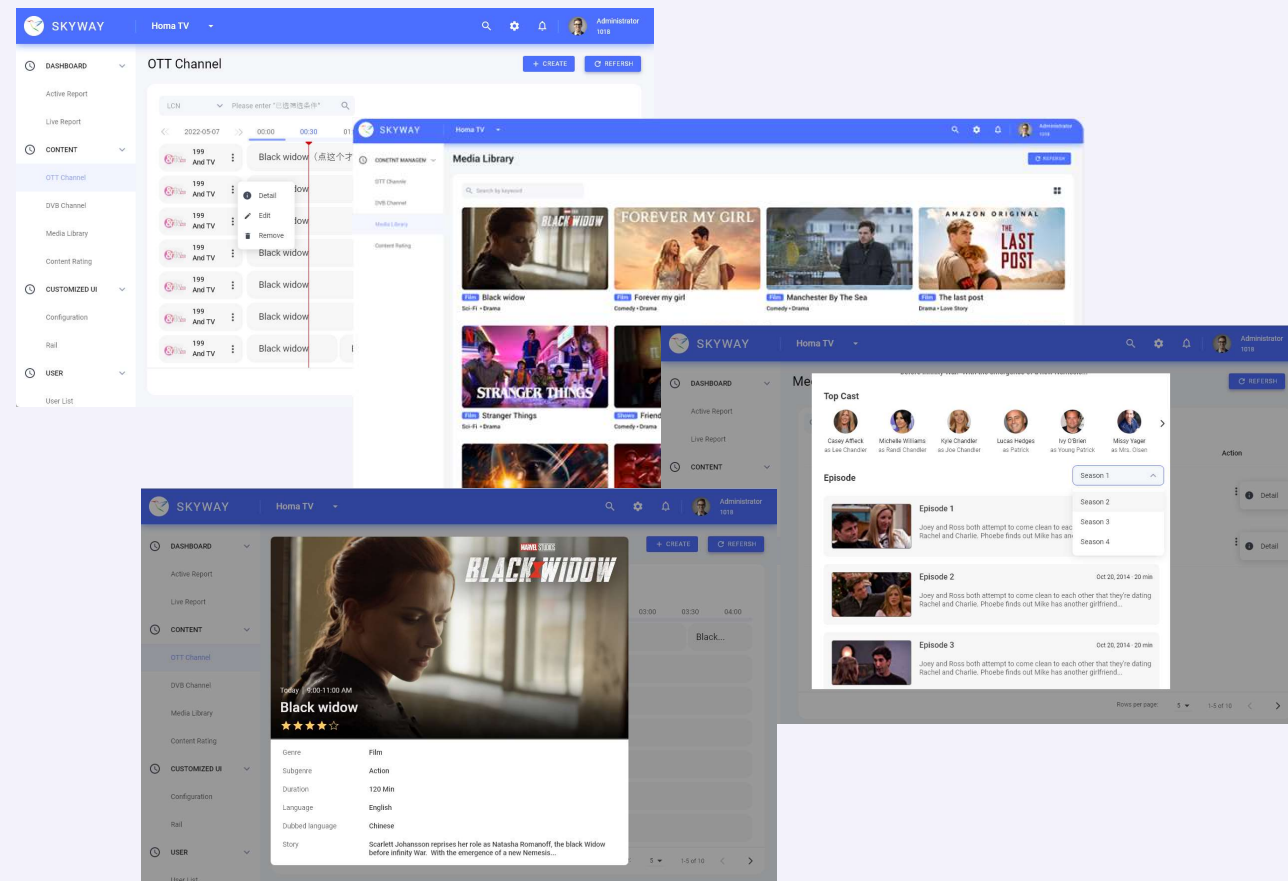
Audience Measurement Analysis



- Overview
- Live content analysis
- VOD content analysis
- User analysis
- AD analysis
- APP analysis
- Recommendation analysis

One-stop Content Management

- EPG Management
- OTT Channel
- DVB Channel
- Media Library
- Content rating



* Supports integration of multiple third-party media resource

Benchmarking

Product Positioning

Core Function

Cost

SEI Solution

- **All in one(DVB&OTT)**
 - Based on Google Cloud offers the best and smartest growth for your platform
 - Open and smart
- **Generate more revenue via Google ads**
 - User portraits, ratings analysis
 - Smart recommendation
 - Personalized management
 - Including remote device management , Smart home
- **Pay as user growth (CDN+License+Hosting)**
 - Minimum investment on Google servers
 - 0 Video Platform deployment cost
 - Most Cost-Effective & best latency CDN

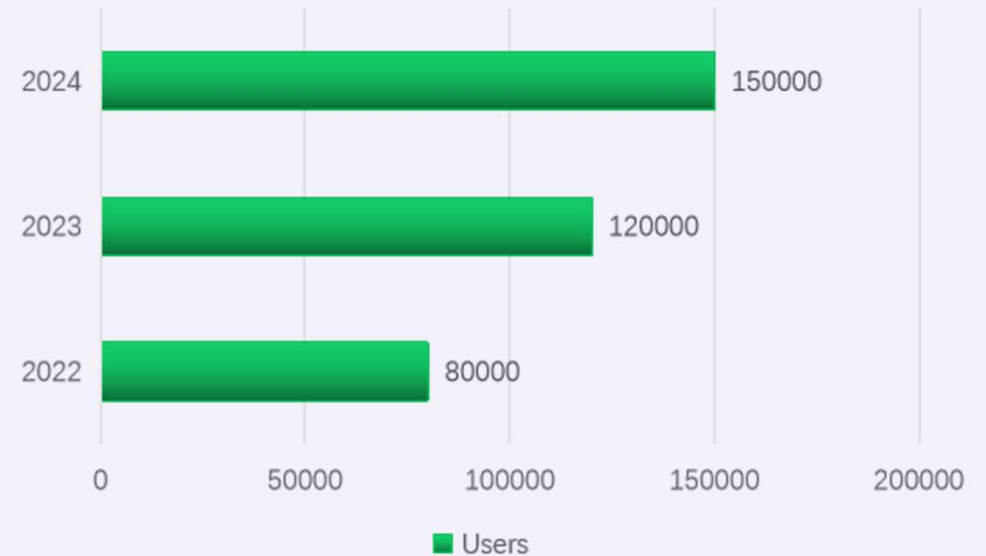
Traditional OTT

- Realize OTT basic functions and meet basic operational requirements
- Strong ability to process audio and video
- Closed and fixed mode
- Independent business system
- Live stream processing (encoding and decoding)
- Traditional operating business
- Centralized management
- Deployment cost
- Transcoder cost
- Maintenance cost
- CDN cost

Success Case



Indian satellite operator customers use Homa TV solutions to manage multi-brand and multi-regional content, use intelligent recommendation function to provide users with favorite content, increase user ratings.



Users growth graph



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