





# Preface

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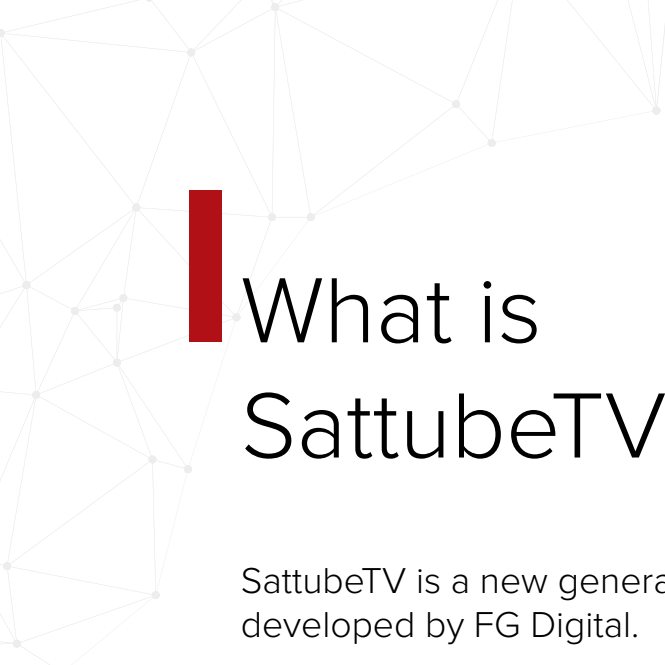
With the rapid technological developments, it is essential for the DVB solution providers to embrace the recent transformations.

Our solution to these new-era requirements is SattubeTV - an innovative satellite broadcasting platform that combines the advantages of both satellite and IP based broadcasting technologies for a unified, affordable, high performance & feature rich digital video broadcasting experience.

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# What is SattubeTV?

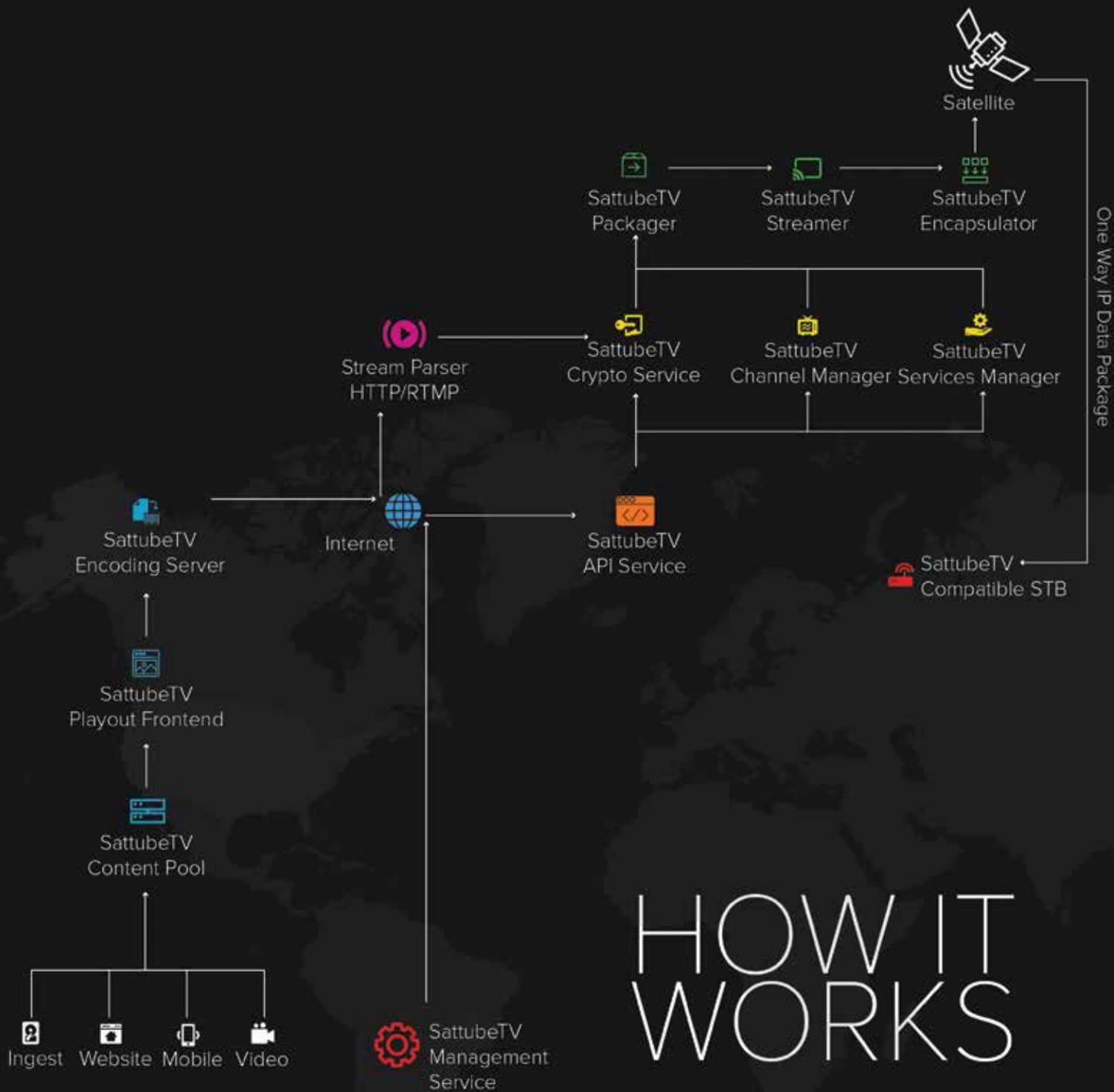
SattubeTV is a new generation satellite based broadcasting solution developed by FG Digital.

The flexible business approach of SattubeTV provides operators and content providers a solid, low cost turnkey broadcasting system that can be adapted to multi purpose cases without any additional infrastructural investments.

Most of SattubeTV's functionality can be controlled through an easy to use web based administration panel allowing anyone with an active Internet connection to control and manage nearly every aspect of the platform.

SattubeTV is designed as an eco-system that has the ability to provide an interactive user experience with or without an active Internet connection on the Set-Top-Box side.

SattubeTV also provides a value added services layer that allows manufacturers and operators to easily implement additional business models around the concept with the help of SattubeTV's VAS API service.



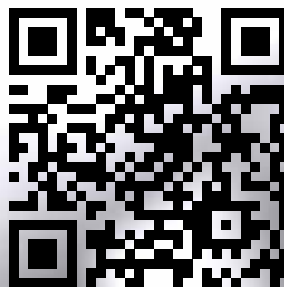




# Availability

SattubeTV is available for all SattubeTV certified Set Top Boxes. For an up-to-date list of SattubeTV compatible STB brands and models, please visit

**<http://www.sattubetv.com/manufacturers>**





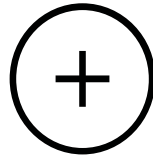


# Key Features



## **Exclusive Channels**

SattubeTV platform comes with exclusive TV channels that are not available on other platforms.



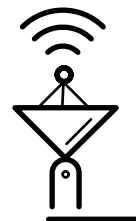
## **Create Your Own Channels**

Thanks to SattubeTV's IP based approach, it is extremely easy for content providers to create their own TV channels.



## **Low Cost**

Initial setup and maintenance costs are significantly lower compared to traditional satellite broadcasting platforms.

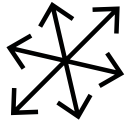


## **Automated Software Updates Over Satellite**

SattubeTV comes with an OTA Upgrade feature that allows manufacturers to update the set top boxes for their customers easily so, they make sure that they reach the end-user with an always up-to-date solution.



# Key Features



## Highly Flexible

With the help of in-house developed SattubeTV protocol, customers can broadcast their own content with new generation codecs such as HEVC, and embed value added services data into their streams for a feature rich end-user experience. This flexible approach also allows broadcasters to benefit from a significantly cost effective satellite video streaming solution compared to traditional DVB model.



## Hybrid Solution

SattubeTV licensed set top boxes can still be used to watch standard DVB content.



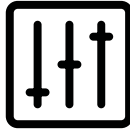
## Satellite Based VOD and File Transfer

SattubeTV allows content providers to send VOD and other file content directly to their customers. This process can target the whole customer base – either a predefined group or a single customer.



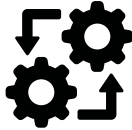


# Key Features



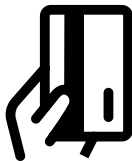
## **Channel Based Configuration**

Every channel in SattubeTV platform can be individually customised for a special set of customer base. This means, content providers can differentiate their services for multiple subscriber groups without investing on 3rd party solutions.




## **Value Added Services Support**

SattubeTV system offers great value added services that don't exist on traditional set top box platforms.



## **Payment Support**

With the built in payment gateway, customers can perform on the fly purchases via the platform for premium content or other optional features.



# Security and Anti-Piracy features

We know how valuable your content is. That's why all data traffic in SattubeTV platform is protected with industry standard AES-128 bit encryption. SattubeTV also offers a video layer based watermark solution to provide an additional measure of security against content theft & piracy. Both encryption and watermark functions are handled dynamically on server and client sides for a more robust and resilient protection scheme.







# SattubeTV Playout System

SattubeTV has an easy to use, web based playout system which allows content providers to broadcast their content without investing on 3rd party solutions. This playout system is also integrated with SattubeTV VAS APIs. So, the return metrics for each content can easily be analysed later.







# Compared to Standart DVB Solutions



## **New!**

New generation video stream technologies can be easily integrated to SattubeTV thanks to our protocol.



## **Easy and Low Cost Maintenance**

Virtually no infrastructural costs and lower license fees/initial setup costs.



## **Open Standards**

Open architecture and services API integration allows 3rd parties to implement additional functions smoothly.



## **User Interaction**

With the VAS layer, SattubeTV offers both manufacturers and operators to run numerous interactive value added services without any additional costs.

# Compared to IPTV



## No Geographic Restrictions

Simultaneously broadcast your content on multiple satellites to millions of people.



## No Internet Connection Required

A satellite based solution - anyone with a satellite dish can receive the broadcasts.



## Secure

Content is protected with industry standard AES-128 bit encryption.



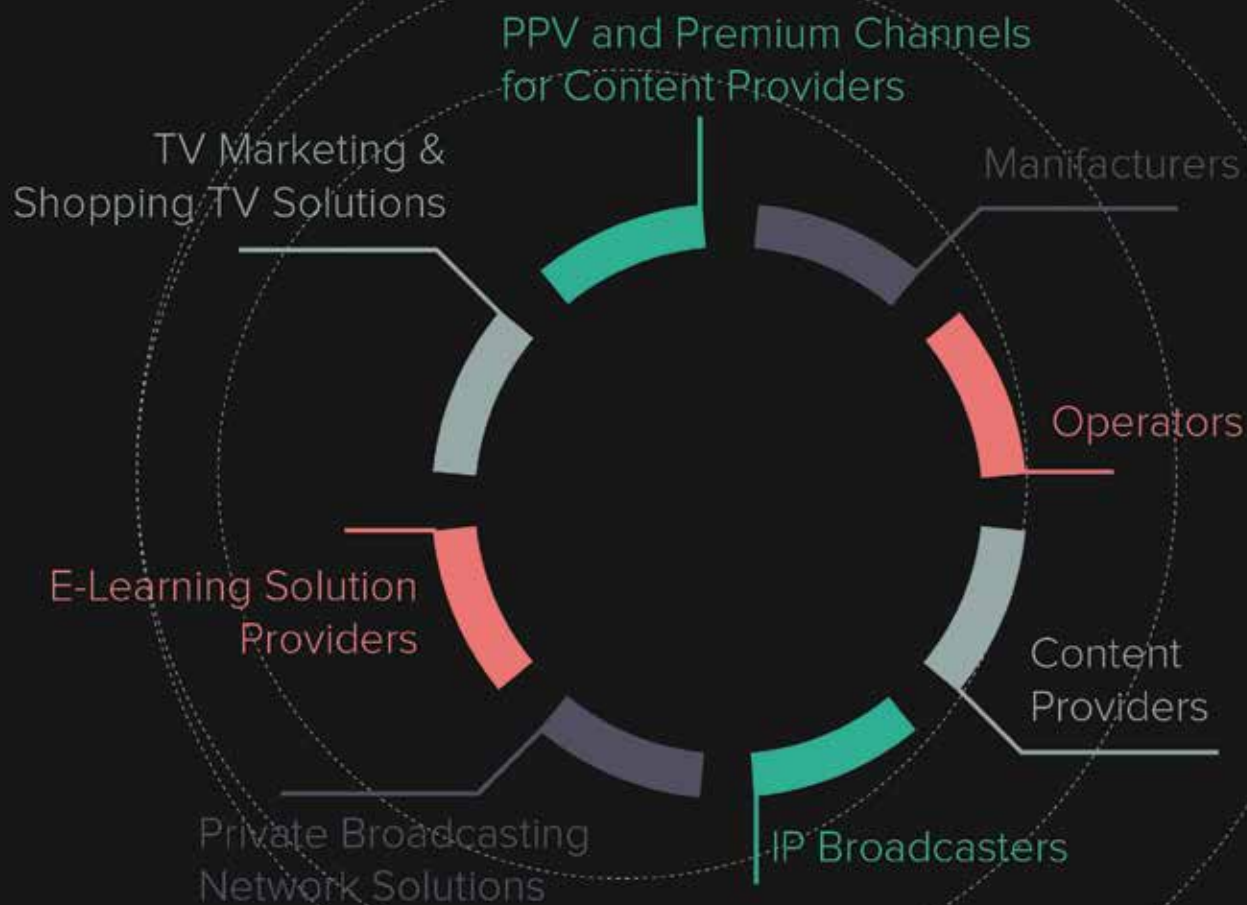
## Standardisation

A commercial platform that guarantees the same user experience to every box in its eco-system.



## No Bottlenecks

A satellite based broadcasting platform - an increase on the number of subscribers will have no impact on infrastructural costs or bandwidth fees.



# AREAS OF USAGE



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With its flexible structure, SattubeTV can be customised for different business/usage scenarios easily.

Most of these cases do not require an active Internet connection at all. Some services may require an active Internet connection on the STB side or on another device such as a mobile smartphone, especially in cases regarding payment support.

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# | For Manufacturers

Current competition in the DVB open market only runs in the price area because the SoCs in these platforms are nearly identical in all technical aspects.

SattubeTV has a huge potential that can help both SoC vendors and manufacturers to differentiate their products in this competition with additional content and functionality.

SattubeTV also has a native OTA upgrade feature so that manufacturers can make sure they always reach the end customer with an up-to-date product.













# For Operators

SattubeTV can easily be integrated with the existing broadcasting equipment as long as the system supports IP based outputs. In this scenario, the operator runs the channel as usual but the output or a copy of the output is sent to SattubeTV IP gateway. After that, the content is encoded and carried to Satellite.

SattubeTV's Services API can easily be integrated to operator's subscriber management system for a full featured low cost satellite based broadcasting solution.



# For Content Providers

Not everyone may have the required resources or technical know-how to run a TV channel but they may have “The Content”.

With SattubeTV, even customers without any kind of broadcasting equipment can easily create their own TV channels.

SattubeTV comes with an easy to use web based playout system that allows users to upload their content through an integrated web based file manager.

Once the content is uploaded, schedule lists for multiple days can be created by dragging & dropping items from the asset screen. SattubeTV web playout solution also has a powerful CG engine so the users can create their own screen graphics without any additional tools.



**LIVE** ▶

**STREAM**





# For IP Broadcasters

Today, with the assistance of services such as Youtube, Vimeo, Periscope and Twitch, individuals already broadcast the content they create through Internet and social media. SattubeTV can be integrated with these IP based broadcasts without any additional hardware requirements.



# | For Private Broadcasting Network Solutions

Each SattubeTV capable STB is equipped with a Unique Box and Group ID. With the content protection infrastructure, these Unique IDs can be used for broadcasting the content for a predefined closed subscriber group. Possible areas of usage are:

- Retail chains
- Hospitals
- Hotels
- Gas stations
- Pharmacies
- Regional TV channels
- Government organisations







*Online Education*





## For E-Learning Solution Providers

SattubeTV is a satellite based service, but the protocol is designed to provide a wide range of data transmission options using the same infrastructure. This flexible approach allows us to broadcast not only the multimedia content but also different kinds of files such as PDF, DOCX, XLSX and PPTX documents.

With the private broadcast network functionality and file transmission feature, SattubeTV turns into a powerful e-learning platform for educational organisations and companies.

Customers can easily create e-learning programs with file attachments. So, necessary documents such as class notes are simultaneously downloaded to subscriber STBs during broadcast.



# For TV Marketing & Shopping TV Solutions

SattubeTV infrastructure allows operators to embed files and meta tags into their contents. From a shopping TV perspective, this means all the technical details and price of the currently advertised product may also be embedded into the stream.

This versatility allows the subscriber to make purchases through the STB or an Internet enabled mobile phone.

Available payment methods for shopping TV are:

- Direct transactions with credit card
- Direct transactions with prepaid card through smart card reader
- Indirect transactions with mobile OS app stores in-app purchase functionality

(With custom SattubeTV application or an application custom tailored for the shopping TV operator)

Additional payment options can also be integrated to the system for 3rd party payment gateways such as Google Wallet, PayPal, AliPay etc.







# PPV & Premium Channels for Content Providers

3rd party companies and individuals can create PPV channels through SattubeTV gateway. These channels can be configured to remain active from a few hours to a complete month depending on the operator's choice. Access for each channel can be managed for every subscriber individually.

Payments for these channels can be made through SattubeTV's own payment transaction system or 3rd party payment gateways such as Google Wallet, Paypal and Alipay.



# Offline Video on Demand Solutions

SattubeTV offers video on demand solution through pre-loaded content. In this case, the operator pushes pre-encrypted media content to users' STBs to be stored in the protected flash area.

After that, customers can select the content they'd like to watch. After the transaction, the system automatically decrypts the selected content, enabling customers to watch it for a predefined period of time.





SEA  
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LUN





# Digital Signage Solutions

Each SattubeTV compatible STB is equipped with a built-in digital signage functionality, enabling operators to easily send push messages and announcements to subscriber STBs. This messaging system comes with variable supports such as %name, %date, %time etc. and can be configured for transmission of the content based on a predefined group of users or even individuals.

This function can also be used inline with the file transfer function and additional rich media content can be displayed on the customer screen instead of text based messages.





Cyrio is our value added service infrastructure; a completely scalable solution that can simultaneously serve millions of set top boxes.

Cyrio allows us to provide our customers and end users a feature rich user experience.

Cyrio is a fully API driven solution. Integration with 3rd parties is completely scalable and virtually seamless.

Some of Cyrio's most important functions are:

- Subscriber management
- Payment management
- Metrics and profiling
- Interactive EPG services with an object based approach





# Online Rating System

With Cyrio, SattubeTV becomes a powerful set of value added services provider for end users and companies. While end users enjoy the advantages of additional content on their TVs through the powerful VAS infrastructure, companies benefit from the system with detailed analytics and data that they can use for business oriented interactive solutions.

With SattubeTV, it is possible to get detailed rating analytics from subscribers for SattubeTV and DVB channels.

With this new and groundbreaking rating infrastructure, operators can monitor the ratings for their on-air content in real time.

The boundaries of traditional rating methods are surpassed by the STRS approach by giving the opportunity to evaluate the real popularity of any TV show with large amounts of sample data.

SattubeTV rating system is supported on all SattubeTV compatible STBs with an active Internet connection and it is activated based on subscriber preference.

The system allows to monitor different sample groups simultaneously and filter audience preferences depending on different demographic properties.

Rating system can be used in conjunction with advanced content tagging functions to monitor behaviour patterns of individuals or specific groups for creating effective marketing strategies.







# Data Mining & Profiling

SattubeTV collects anonymous user behaviour data to provide additional services through the eco-system.

The data can be used for data mining and profiling functions to provide a much more personalised user experience for the end user. Some examples for this scenario are:

- Personalized advertisements through digital signage functionality
- Personalized advertisements through UI functions (Home screen branding etc.)
- Content differentiation
- Content recommendation



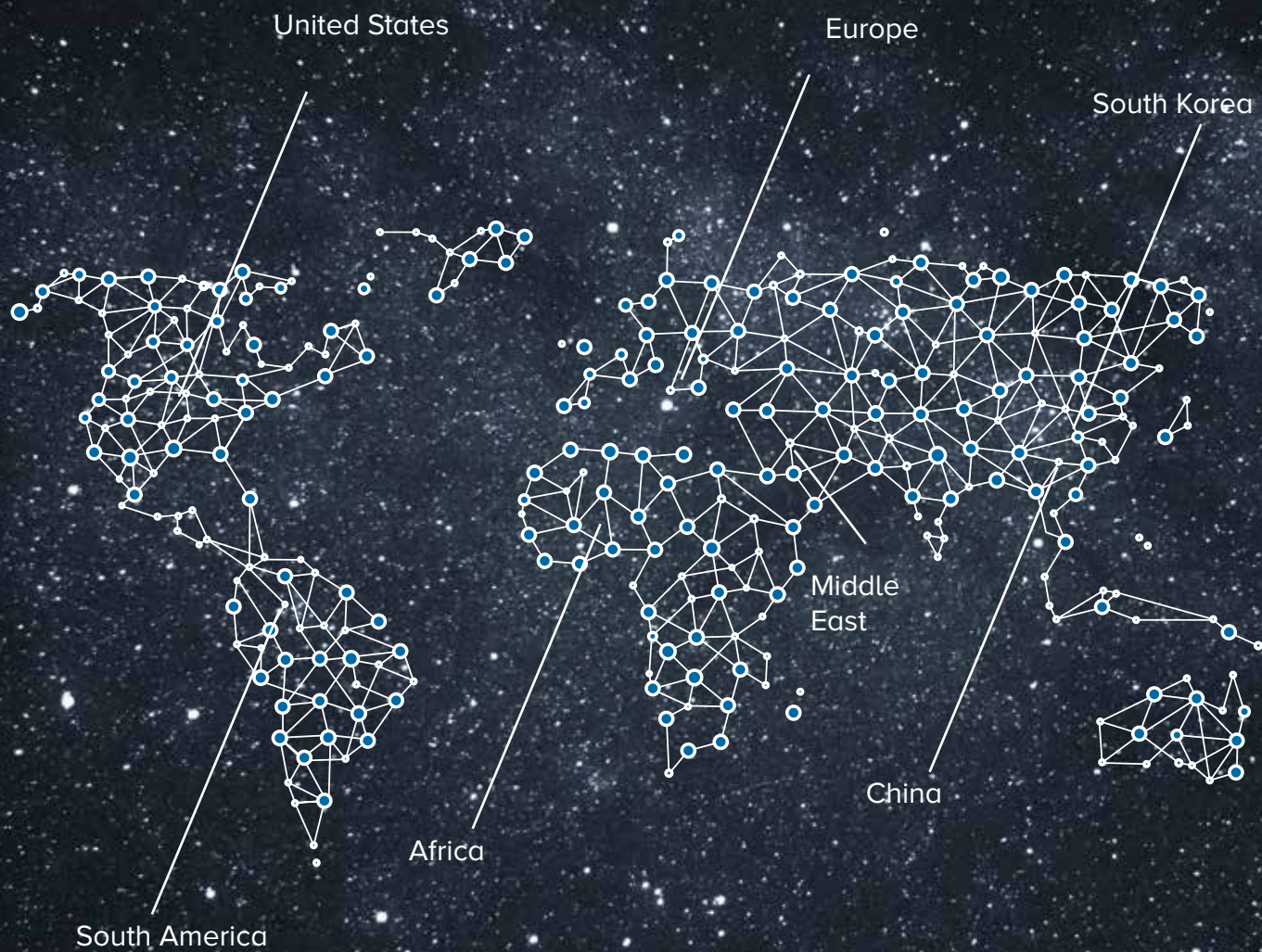
FG Digital was established in Istanbul in 2007 as a R&D Company in DVB , Telecommutation and Electronical Fields.

Our strength comes from to think like a customer; Asking the question “What would WE want in a product?” is one of the most important aspects of our work.

## Areas of Expertise

We have broadened our focus to the following sectors after a very successful record of innovative products and solutions for the DVB business:

- DVB systems research and development
- Digital electronics
- Electronic communications
- Electro mechanics
- Hardware and software design
- Media
- Aviation solutions
- Technical consultancy solutions



# Awards

We value innovation above all other terms and we believe that this is the main reason of our success.

As a result of our dedication for innovation and hard work, our company has been awarded by Deloitte in 2012 and 2013 in the following categories:



2012  
**Deloitte.**  
Technology Fast500

EMEA Fast 500-  
Technology-  
21th rank



2012  
**Deloitte.**  
Technology Fast50

Turkey Fast 50-  
Technology-  
3rd rank



2013  
**Deloitte.**  
Technology Fast50

Turkey Fast 50-  
Technology-  
4th rank



<http://www.kosgeb.gov.tr>



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