





## Services

- LiveTV (Broadcast TV)
  - PPV (Pay Per View)
  - PPB (Pay Per Block)
- VoD (Video on Demand)
- nPVR (network Personal Video Recorder)
- EPG (Electronic Programming Guide)



## Live TV

- Different thematic TV channels (domestic, regional, foreign, movie, musical, children's, documentary, informative...) grouped in four packages:
  - Basic (48 channels)
  - Fun (7 channels)
  - HBO (HBO + HBO Comedy + sVoD)
  - Adult (3 channels)

## Live TV

- Number of channels in the offer theoretically can be unlimited – high scalability and flexibility
- Detailed statistics of channels viewing by individual user



## LIVE TV - marketing

- Possibility of direct marketing – personalized marketing content based on the interest of viewer
- National televisions can broadcast local advertising content
- Marketing more focused on the viewer itself, with more feedback information from the viewers







## VoD

- Electronic video store
- User chooses which movie or other content (series, tv shows, concerts, sports, documentary...) wants to see
- Content can be viewed several times in 24 hours
- Database search by name, genre, actor, director...






## VoD



## nPVR

- Simultaneously recording one or more programs
- User defines the time, channel, length, frequency of recording
- Easily going through recorded material (pausing, rewinding forward/backwards in different speeds, jumping on content sections...)







## EPG


- **Electronic Programming Guide**
  - Overview of current program scheme
  - Detailed information about programs and shows
  - Browsing the programs on different criteria (sport, music, movie ...)
  - Personalization (of your own list of channels ...)
  - Locking and hiding certain channels from the package
  - Easy changing between packages
  - Defining more system users – parental locks

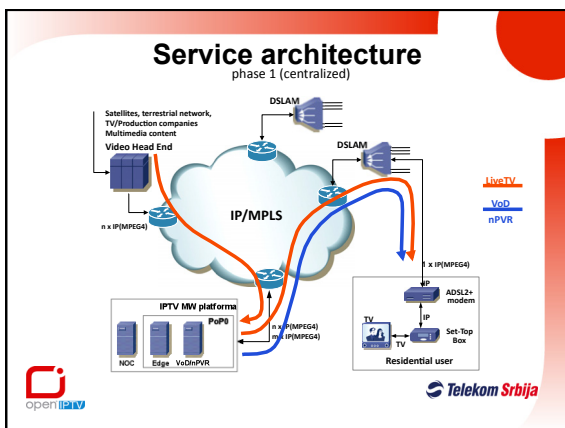



## EPG - browsing



## EPG – TV channel search



## Conclusion

- Strategic orientation of Telekom Srbija is to offer multimedia services to it's end users
- Telekom Srbija, with Open IPTV offer, accompanies the most significant telecommunication operators
- Transformation of Telekom Srbija from transport oriented telecommunication company to company which offers multimedia services and content as well

## Conclusion

- Development of Open IPTV service and service's platform should significantly contribute that Telekom Srbija becomes the *key operator*



## ▪ Thank you

- Jelena Stojanović, Function Manager for Marketing and Sales
  - "Telekom Srbija"
  - [www.telekom.rs/iptv](http://www.telekom.rs/iptv)

