

DVB-OVER-IP SOLUTION

- LESS COST AND RISK WITH PRE-INTEGRATED, END-TO-END SOLUTION
- FAST TIME TO MARKET WITH MINIMAL CHANGE TO THE BUSINESS
- SAME VIEWING EXPERIENCE FOR BOTH DVB AND IP SUBSCRIBERS
- UNIFIED MANAGEMENT FOR BOTH NETWORKS ON ONE PLATFORM
- HIGHLY FLEXIBLE SYSTEM ARCHITECTURE TO ADD NEW SERVICES
- ROBUST AND PROVEN CONTENT AND BUSINESS MODEL PROTECTION

EXTENDING THE EXISTING INFRASTRUCTURE TO GENERATE NEW BUSINESS

The Irdeto DVB-over-IP solution is a pre-integrated, end-to-end offering that includes content and business model protection, middleware, and set-top box (STB) technologies to support linear (streamed/real-time) services as well as video on demand (VOD). It provides operators with a fast and cost-effective way to build on an existing DVB infrastructure and deliver DVB services to new subscribers via an IP network. This solution enables operators to expand beyond the limits of their existing networks and effectively respond to competitors who encroach on their territories.

Operators with existing Irdeto systems can simply augment their infrastructure with a DVB-to-IP encapsulator to format DVB content for the IP network, and manage both the DVB and IP operations seamlessly from a single platform using the same middleware and management systems. With this solution, operators also have a choice of STBs pre-integrated with Irdeto CA and middleware to assure the same look and feel for new subscribers on the IP network. The same smart card can be used for subscribers on both the traditional DVB network and the IP network, significantly simplifying subscriber management and maximizing economy of scale.

Some examples of use-case scenarios are as follows:

- Cable and satellite operators who wish to reach new, untapped markets not currently serviced by their cable or satellite networks can add an IP network to their existing pay-TV operation with the Irdeto DVB-over-IP solution. CATV and MMDS operators with DVB-C technology or satellite operators with DVB-S technology can offer the service by transparently converting their full channel package from DVB to an IP multicast (SPTS) service direct to the subscriber.

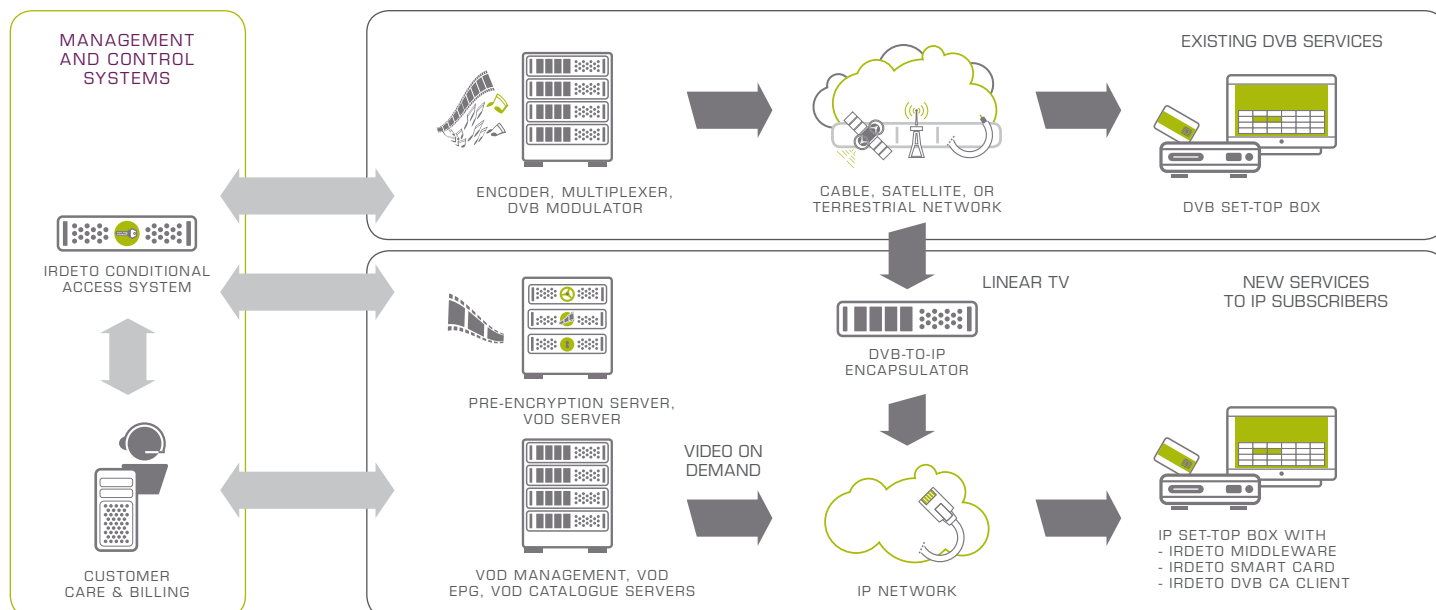
Result: Increased penetration of existing pay-TV services into new subscriber base, increased revenue.

- Telcos who wish to avoid the need to become experts in content acquisition can do so by partnering with broadcast operators. This partnership allows the telco to offer new video services to their IP-network subscribers using the Irdeto DVB-over-IP solution with a minimum of investment, time, risk and effort.

Result: A true triple-play offer (voice, data, video), increased revenue and customer loyalty.

THE SOLUTION

The following network diagram depicts the Irdeto DVB-over-IP solution in an operator environment:



IRDETO CONDITIONAL ACCESS SYSTEM

The Irdeto conditional access system (CAS) is a modular solution for operators wishing to protect and sell any kind of content. It is developed as a transport platform-independent solution and can be used as a convergent solution to secure DVB, IP and mobile content. Whether the operator has outgrown a smaller system or whether its business plans lead it straight to the highest level of professional conditional access systems, the Irdeto CAS will allow the operator to grow the subscriber base from thousands to millions with ease.

IRDETO MIDDLEWARE

The Irdeto middleware is a complete Java-based software solution covering all the requirements from low-end up to high-end interactive STB. Irdeto's middleware allows STB manufacturers to quickly enter various markets with the same software architecture. The same interactive applications (resident and broadcast) will run on various hardware configurations ensuring short time to market and cost-effectiveness.

The Irdeto middleware also enables operators to offer their subscribers one of the most popular features of digital TV, the electronic program guide (EPG). The Irdeto EPG offers both now/next program information as well as up to 7+1 days of EPG information.

DVB-TO-IP ENCAPSULATOR

A DVB-to-IP encapsulator is a gateway that takes the input stream of DVB services from satellite channels, digital terrestrial TV, cable TV or professional DVB equipment and transmits it in unicast or multicast mode over an IP network. It enables service-related information to be passed to the IP STB for automatic configuration, and manages service lists for IP STBs on the network. Irdeto works with best-in-class technology partners to deliver an integrated solution.

VIDEO-ON-DEMAND SYSTEM

To deliver the promise of true video on demand, Irdeto works with best-in-class technology partners to provide an integrated solution for streaming and managing VOD content, schedule and transactions. The VOD solution is easy to use and supports many business models, such as subscription-VOD, free-VOD and transactional-VOD.

IP SET-TOP BOX

The STBs in a DVB-over-IP solution, by virtue of their IP capability, are capable of two-way operation. By adding head-end infrastructure and applying the appropriate conditional access business model, operators can introduce attractive revenue-generating services such as VOD.

Contact Irdeto for a complete list of integrated partners.