



communications
experience
transformation

A horizontal row of 15 small, light purple circles, with the last circle on the right being slightly larger and more prominent.

Transforming the way people watch TV

Nokia Siemens Networks Ubiquity Multiscreen TV Platform

All information are available under the following link:

www.nokiasiemensnetworks.com/UbiquityTV

The changing TV landscape offers new revenue opportunities for managed TV providers

Challenges

- Erosion of voice and basic data services
- Media over internet free of charge
- Increasing demand for personalized services
- Efficiency in media delivery

Unique Operator Assets

- Trusted Partner
- Customer Insight & Identity Mgmt
- Infrastructure provider and enabler, QoE
- IT services and applications cloud

Web augmented TV

- Offer a compelling and unified TV experience everywhere
- Blend TV and telco services
- Provide access to managed and un-managed TV services

Internet TV



Social networks



Downloads



My Media Experience

Our approach

Transforming the way people watch TV

Unlock Innovation and Accelerate Services Creation with our **Open & Unified Architecture**



Revenue:

Maximize



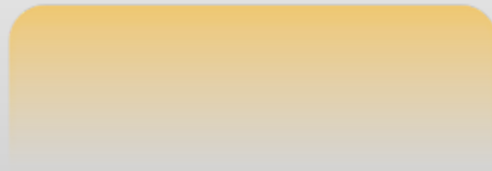
Customer Experience:

Enrich



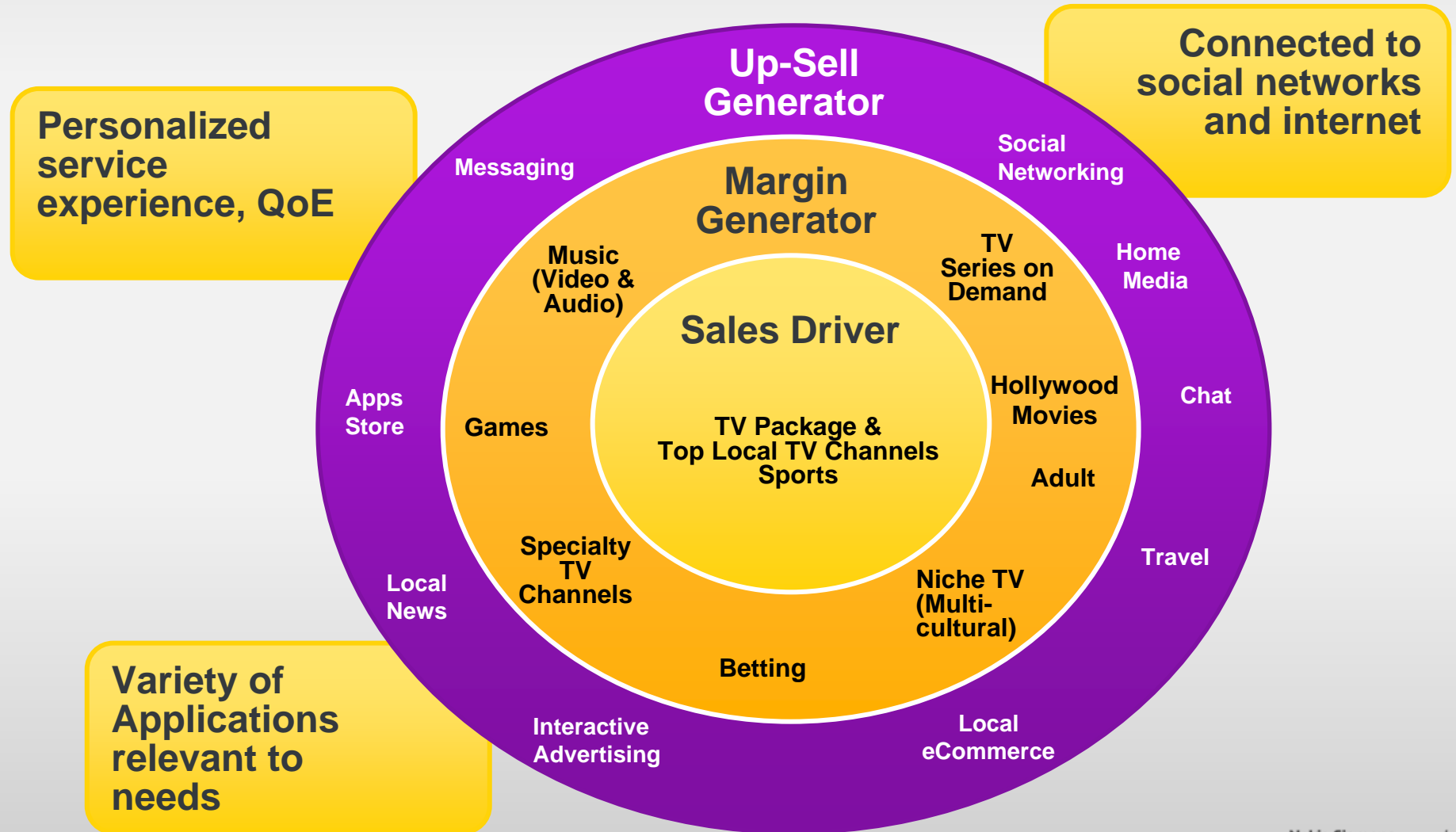
Efficiency:

TCO, Speed, Agility



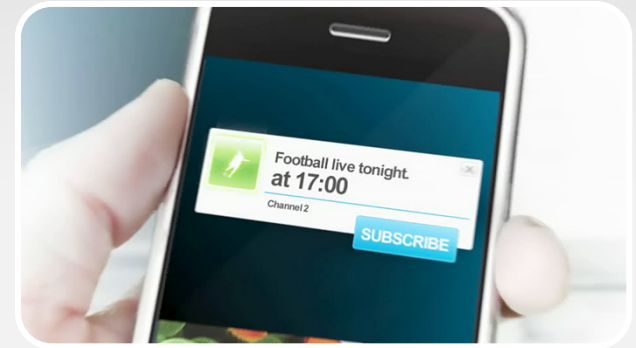
Accelerating the media revenue generation – by embracing the way consumers want it

Revenue



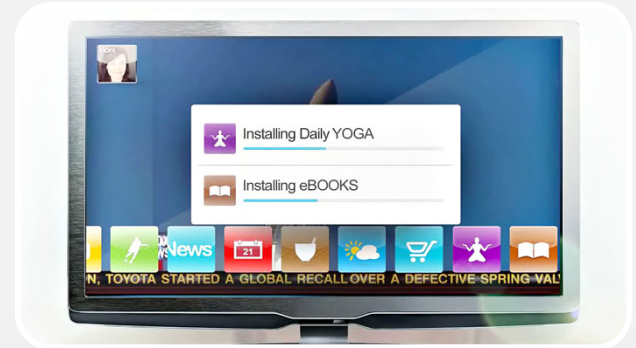
Use case 1: Personalized Service Experience

Drive content-, advertising-, interaction revenue



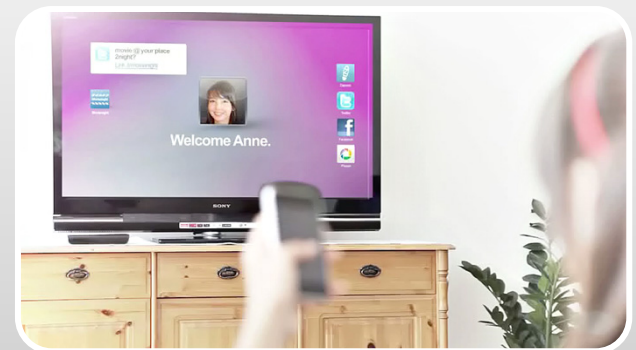
Use case 2: Application shop enabled TV

Drive application revenue

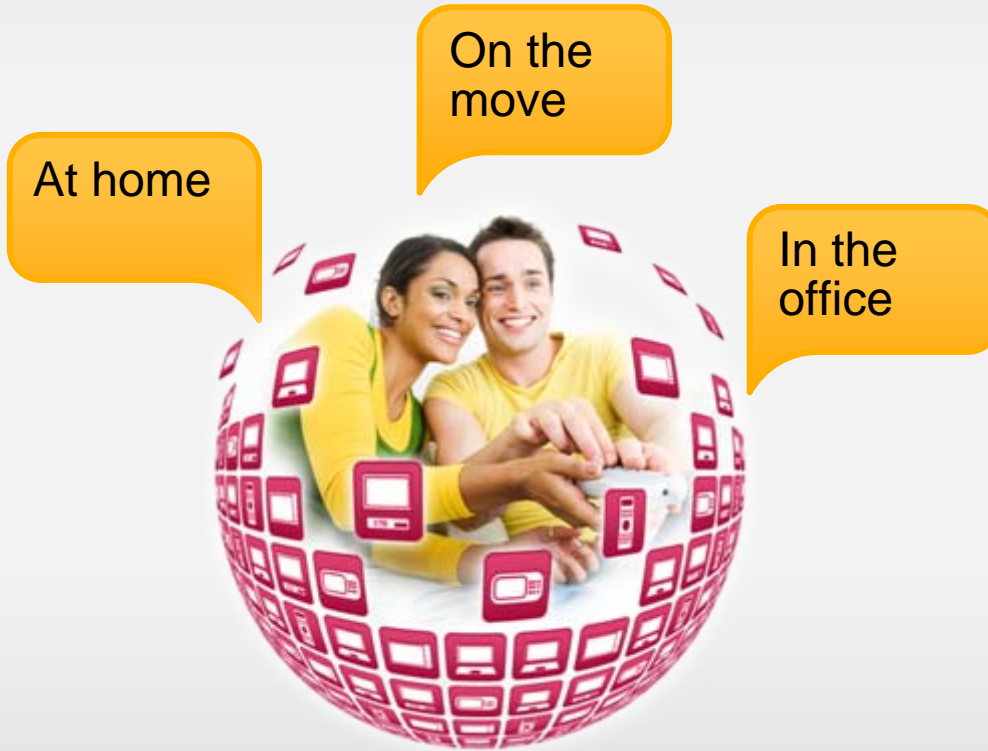


Use case 3: Connected to Social media and communities

Create customer loyalty



Only a Multi-Service Provider can Offer a Compelling and Unified Web Augmented TV Experience Everywhere



My Media Experience

Simplicity

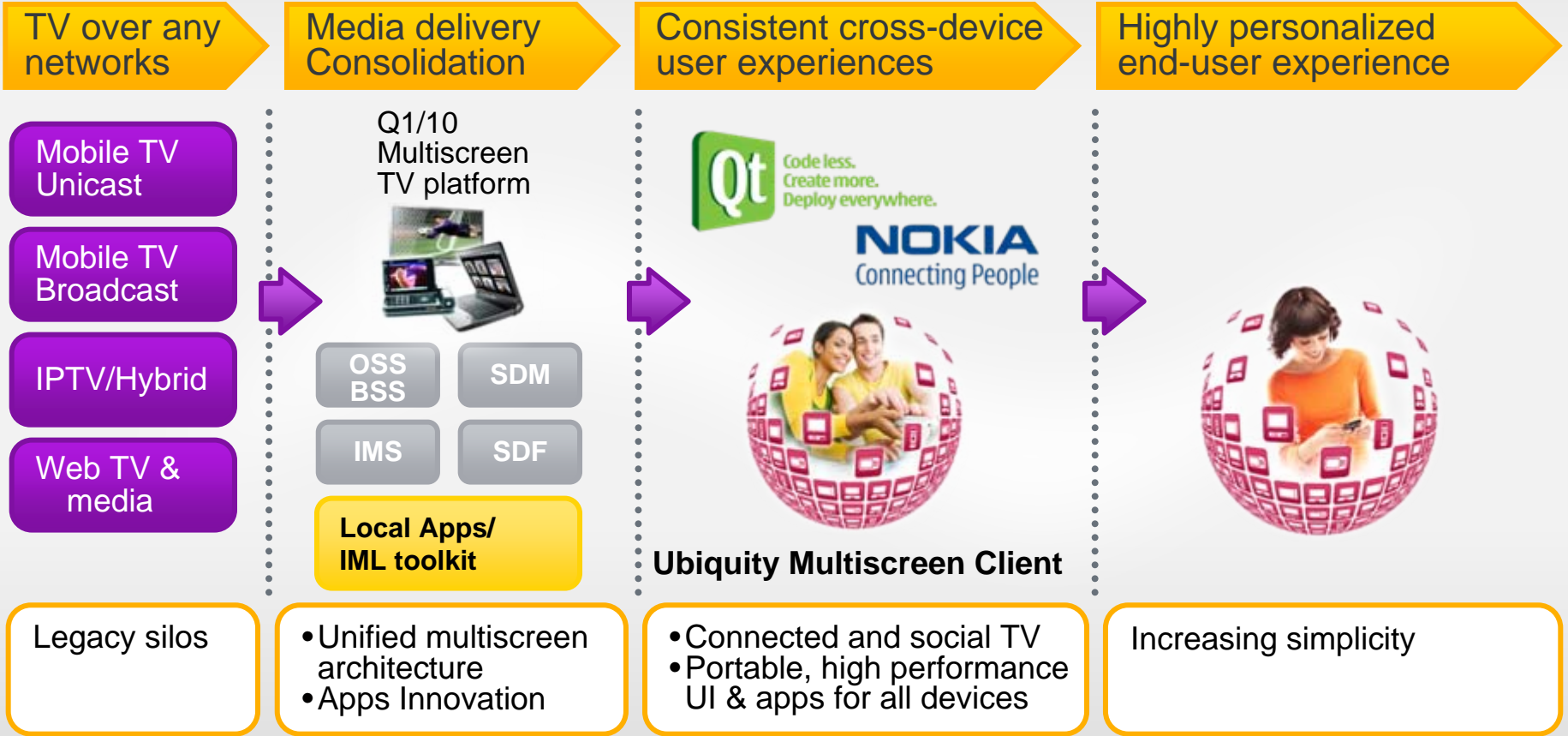
Convenience

Quality

Innovative architecture

Efficiency

Ubiquity Multiscreen TV Platform with the all new client



Our Media Strategy

- **Fast, Agile, Flexible and Open** architecture to allow service providers to provide their customers with highly personalized user experiences

Revolutionary new media client

Multi-Network

Bridging managed and unmanaged content access into a single unified experience – web augmented TV

- Catering for a wider content landscape (local, international, popular and niche)
- Superior managed content experience by blending in related ancillary content from the web (in-depth reviews, actor profiles, recommendations, blogs...)

Open

Rapid and cost-effective development of features and applications

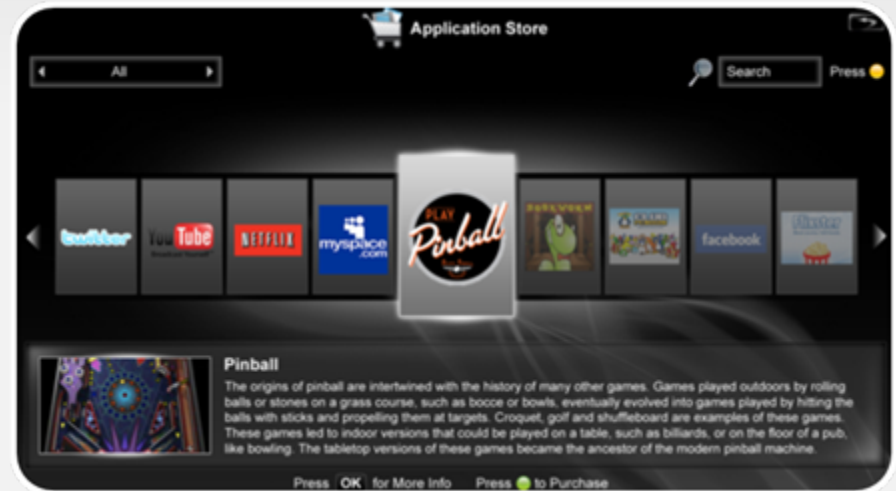
- Utilizes Qt Quick and Browser for applications
- Enables leveraging of respective application development communities

Multi-device

Providing economies of scale through common codebase:

- Easy adaptation to any kind of Linux based end-user devices
- Modular client architecture for flexible and speedy deployments
- Access to wide range of STB's, ready for next generation

A totally new media experience – new IPTV GUI



A totally new service experience - Nokia Siemens Networks Ubiquity Multiscreen TV Platform

Any Network

Any Device

Multiple Services

Everywhere

3G/LTE

Internet

WiFi
hot spot

Managed
IP network

Broadcast
network



Smart
Devices
Mobile



Internet
PC



Home TV
STB



Game
Consoles etc.

One subscription,
one bill

Multi-Screen EPG
Browsing & Interaction

Multi-screen Live
Channel Viewing

Multi-screen VoD
Catalogue

Internet
Social networks

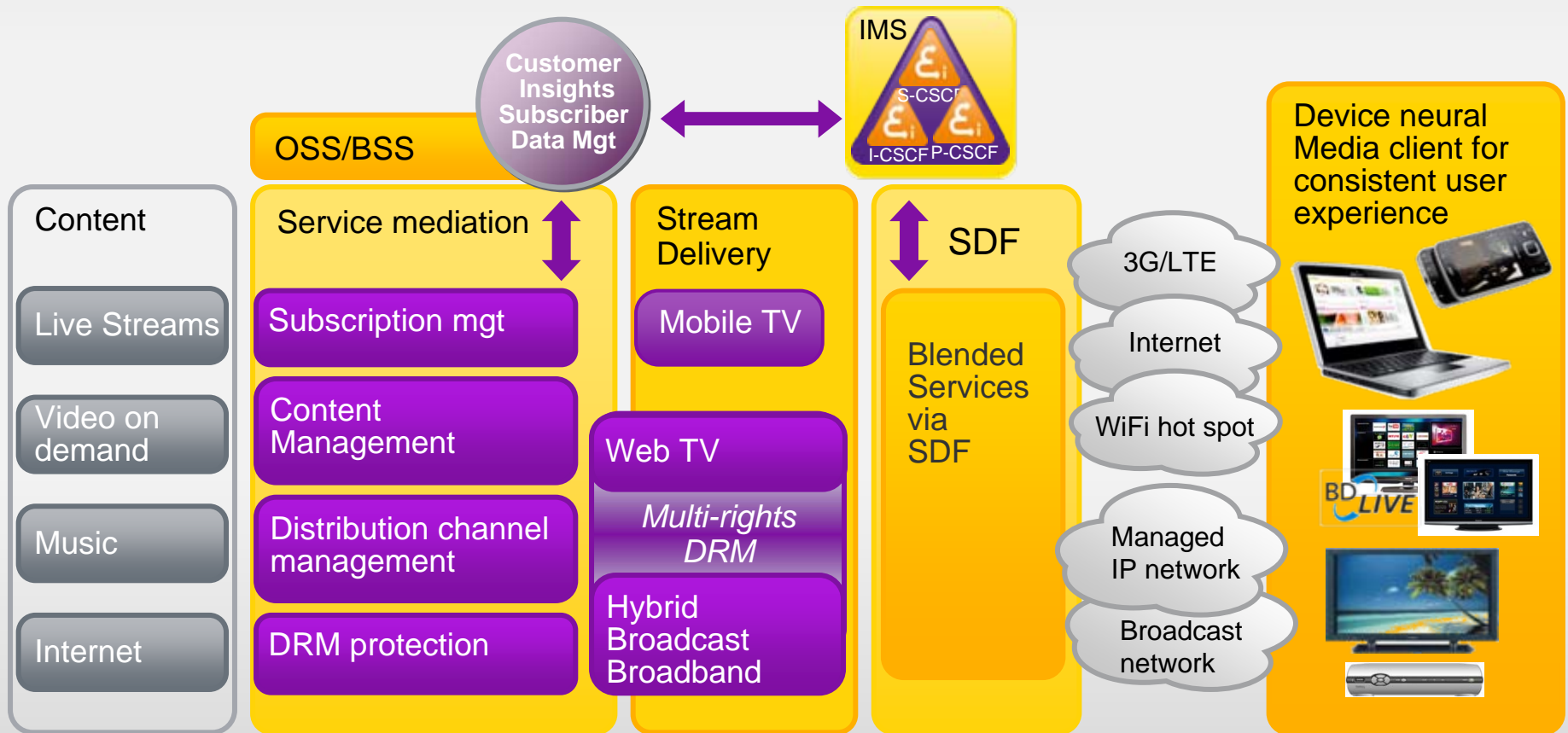
Variety of applications
Blended Services



My personal media

One Media Delivery Solution

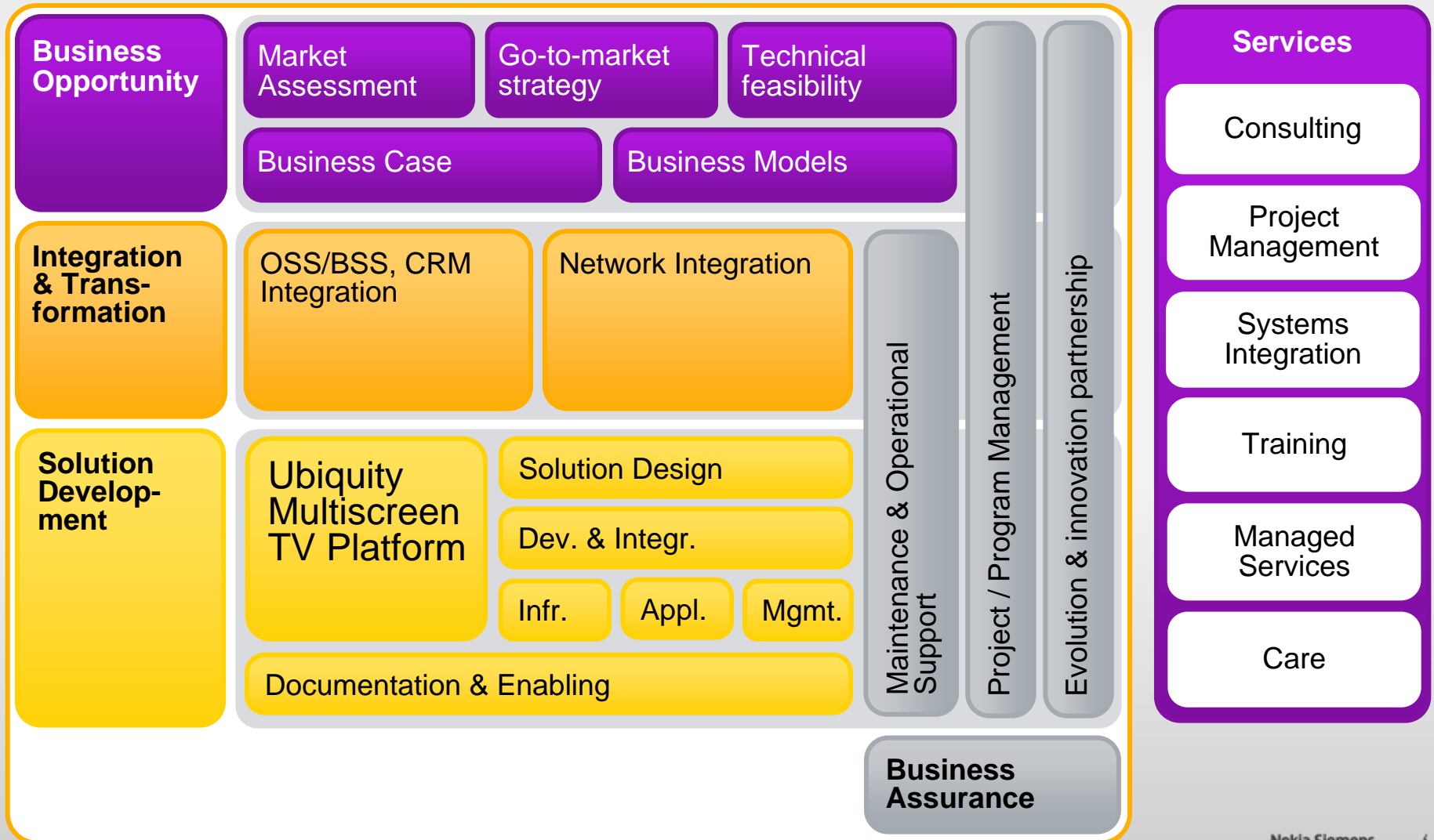
Uniquely delivering media to the widest variety of devices from a single service mediation platform



Cost Effective and Agile platform supporting rapid media market evolution



Architecting E2E solution designed to fit market opportunity



Nokia Siemens Networks - unique knowledge and capability implementing multi-screen strategies

Business Solutions

- Communications experience transformation
- Insight generation
- Data collection and consolidation

Over 2000 consulting and systems integration professionals worldwide

Global Services

- Guarantee service roll-out & quality with service
- with over 20000 professionals

25 near-shore centers-of-competence, together with global delivery centers

Network Solutions

- E2E smart networks for Smart Device Challenge
- Quality of Service Differentiation to enable a customer and content aware delivery

Nokia Siemens Networks lead in enabling smart networks



Belgacom first multiscreen service based on our Ubiquity Multiscreen TV Platform

The screenshot shows the Belgacom TV website interface. At the top, there's a navigation bar with 'Belgacom TV' logo, a search bar, and links for 'Support en ligne', 'Sitemap', and 'nl'. Below the navigation bar, there are several content blocks:

- Catalogue à la demande:** Features a movie 'Millénium: le film' with a red 'Gratuites' badge and a 'Vérifier la disponibilité de Belgacom TV' button.
- Info produit:** Shows a diagram of a TV set with a 'Belgacom TV Comfort' box and a 'Gratuites' badge. It includes a 'Commander Belgacom TV' button.
- Chânes:** Displays a video thumbnail for 'La brigade de protection des mineurs' with the text 'Aujourd'hui'.
- Foot:** Shows a football match scene with a 'My Club: €4,95 / mois au lieu de € 9,95' badge and an 'All Foot: €9,95 / mois au lieu de € 19,95' badge. It includes an 'Inscrivez-vous à la newsletter' button.

Belgacom 11/Jupiler Pro League on PC & mobile – Oct

€3.49 per match

Belgacom 11 (the football channel of Belgacom TV) will also be available on other screens besides the TV screen, also for customers who do not have a subscription to Belgacom TV

3D Demo – Oct Free of charge

Belgacom will offer a demo channel with movies (and trailers) in 3D and exclusive 3D content.

Belgacom TV on PC €3,5 per month - Dec

PC is like a second TV set, with access to the Belgacom TV applications: channels, TV guide, pause, record (on the PC) and channel packages

Remote recording – Dec, Free of charge

Belgacom TV customers will be able to program their decoder remotely via their mobile or their pc for later viewing.

Belgacom TV catalog on PC – Nov €2 to €5 per film

Video on demand also in web, 200 movies, 24 hour rental, payment twith telephone bill, by credit card or PingPing (SMS)

Source: Belgacom PR Sept 10th

Belgacom first to launch live multiscreen services for IPTV, PC's and smart devices!

Belgian Pro League football to TV, PCs, smart devices

“Considering the immense popularity of football in the country, we felt that there could be no better content to start with than the Jupiler League football. With the **introduction of multi-screen TV services** in the country next year, **we aim to place greater control in our viewers' hands over the choices of TV content and devices on which to access their preferred content.**”

Michel Georgis, senior vice-president, head of customer business unit at Belgacom.



“Having used the Nokia Siemens Networks IPTV solution since 2006, we are very satisfied with its advanced functionalities and reliable performance, which all add up to **a superior TV experience** for our customers. During that time, Nokia Siemens Networks has **repeatedly demonstrated its world-class expertise and support**, and proven its long-term **commitment to our business objectives and vision.**”



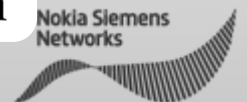
“There is a growing demand for a **superior TV experience that allows a high degree of interactivity and personalization,**”

“In addition to enabling a new and intuitive PVR service, the open environment of Nokia Siemens Networks' multi-screen IPTV platform **allows us to work with independent developers to offer new applications that satisfy the changing needs** of our customers.”

Damon Dutz, president of HickoryTech's Consumer and Network Solutions Division



Nokia Siemens Networks



End-to-end solution for seamless multi-screen experiences

IAR quotes

“As service providers look to differentiate their multi-screen capabilities, **it will become increasingly important for end-to-end solutions** to encompass both a common **back-end platform** to seamlessly share intelligence across resources, as well as a common **front-end** to enable **seamless multi-screen experiences**. With its Ubiquity TV solution, **Nokia Siemens Networks** is demonstrating that it is **among the few vendors that can leverage the resources to deliver both parts of a complete multi-screen architecture.**”

Yoav Schreiber , Current Analysis



Our approach

Transforming the way people watch TV

Unlock Innovation and Accelerate Services Creation with our **Open & Unified Architecture**



Revenue:

- Content and applications revenue
- Agile and Flexible services bundling
- New business models



Customer Experience:

- Simple
- Convenient
- High Quality
- Relevant



Efficiency:

- Remove silos for efficient delivery across networks and devices
- Reduce operational cost overheads

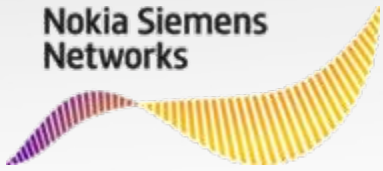
models

- New business services bundling

Relevant

cost overheads

- Reduce operational



Transforming the way people watch TV

Nokia Siemens Networks Ubiquity Multiscreen TV Platform

communications
experience
transformation

