



DVB-T2

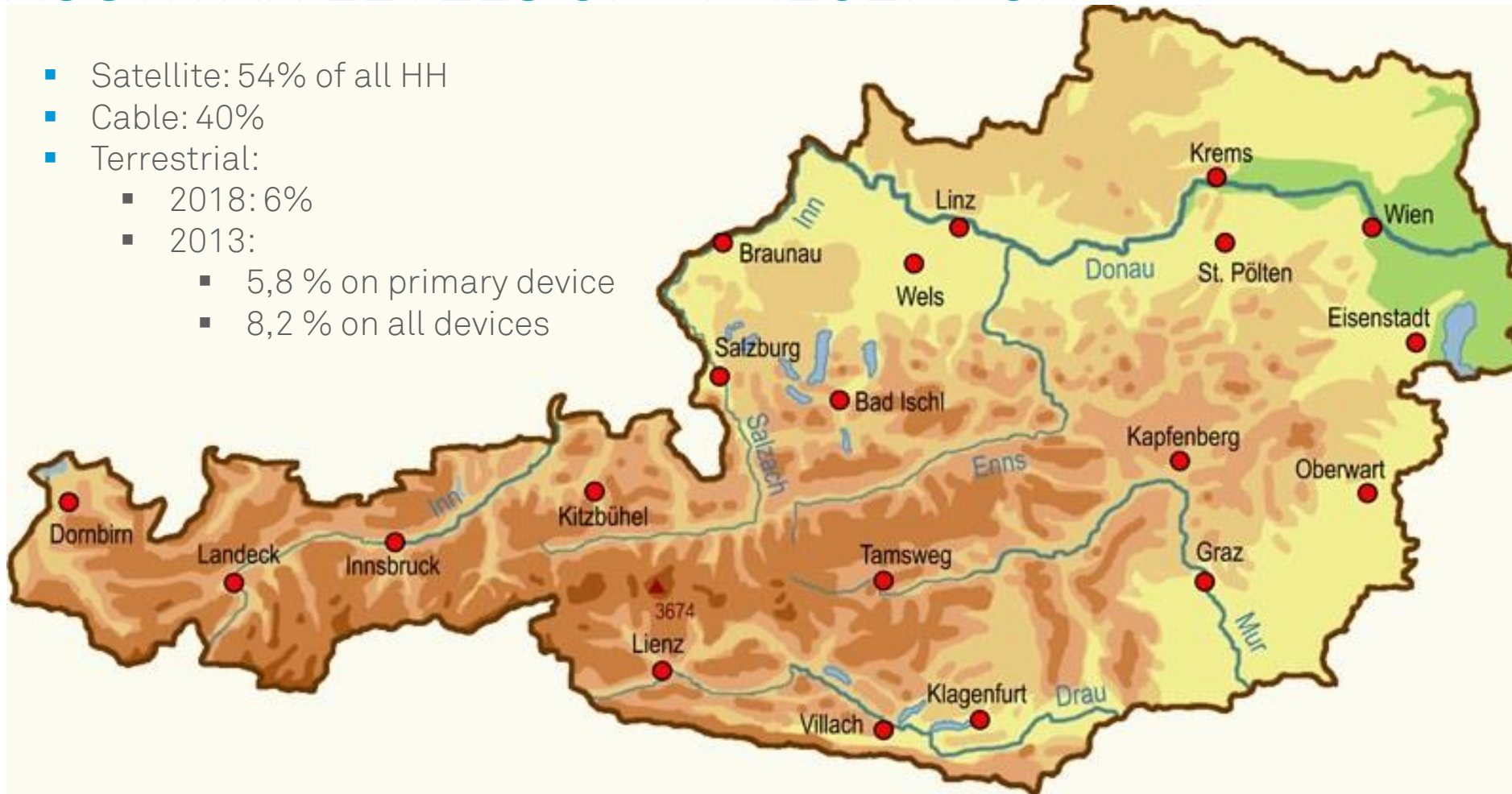
The Austrian Experience

06.06.2018 Prague/Zinggl



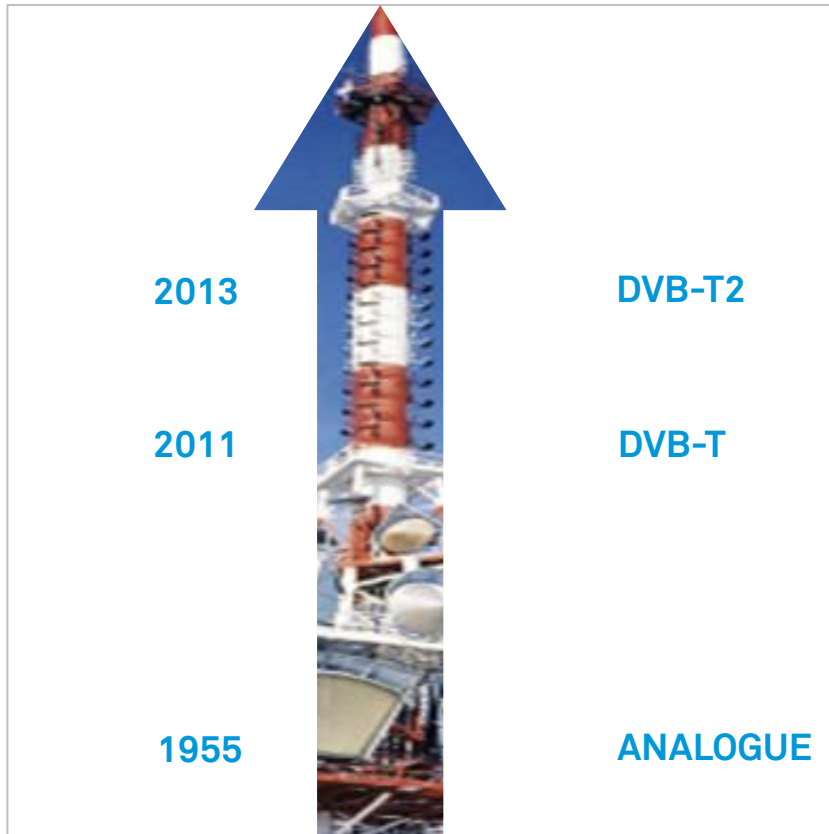
AUSTRIAN LEVELS OF TV RECEPTION

- Satellite: 54% of all HH
- Cable: 40%
- Terrestrial:
 - 2018: 6%
 - 2013:
 - 5,8 % on primary device
 - 8,2 % on all devices



Development of terrestrial television

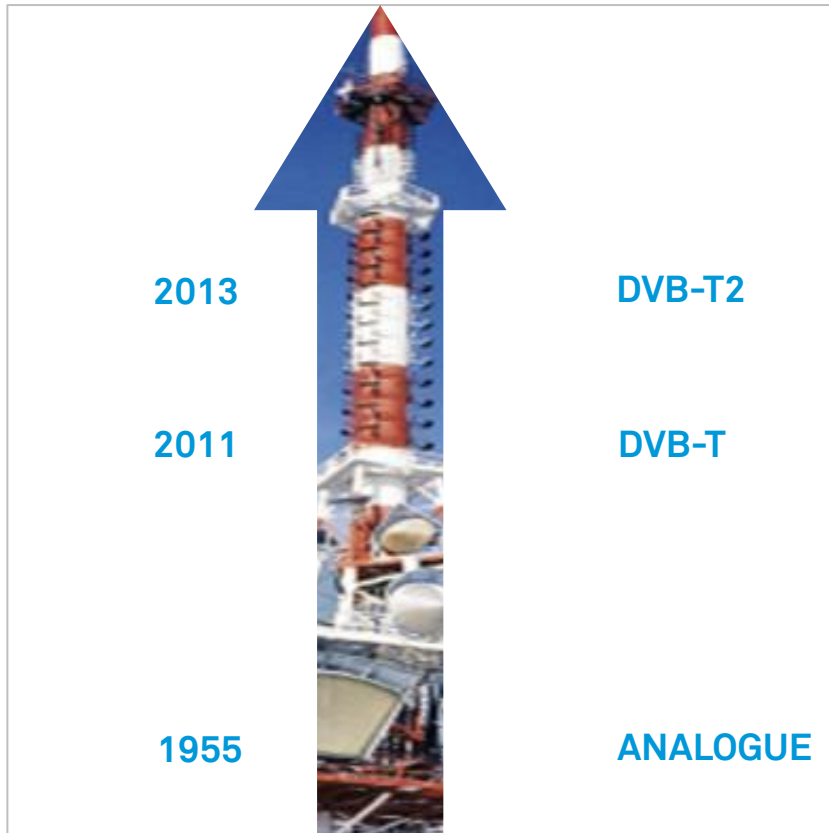
FROM ANALOGUE TV TO DVB-T2



- Digital TV / DVB-T:
 - June 2011: total digitalisation of Austrian antenna television
 - 97.7 % coverage in Austria for receiving DVB-T
 - MUX A: nationwide (ORF eins, ORF 2 – incl. slots for federal provinces, ATV)
 - MUX B: in all conurbations (Puls 4, ORF SPORT +, 3sat, ServusTV)
 - MUX C: regional programs
 - 26 October 2006: start of conversion to digital TV (conurbations) from analogue

Development of terrestrial television

FROM ANALOGUE TV TO DVB-T2



- DVB-T2:
 - October 2017: Switch Over DVB-T -> DVB-T2 complete
 - Spring 2013: launch of TV product with a total of 40 programs
 - 2nd half of 2012: rollout in Austrian conurbations (in addition to DVB-T service)
 - 2011: DVB-T2 pilot project started in Vienna

The technical point of view

THE ADVANTAGE OF SIMPLI-TV (DVB-T2) COMPARED TO DVB-T:



- The robustness of the signal (better error protection/better coding) is improved and the accompanying useful bitrate per multiplex increases.
- More programs can be sent at once with better quality at the same bandwidth rate.
- The transmission of perfect image quality – HD TV – is possible.
- More cost-effective distribution through more efficient use of frequencies.

DIGITAL SWITCH OVER FROM DVB-T TO DVB-T2

- In total, around 390.000 households throughout Austria were affected by the TV upgrade DVB-T to T2 on the antenna
- Currently, approx. 315.000 households subscribed / signed in simpliTV







->About 22 % of housholds use several devices

- The amount of subscribers is steadily rising (even without switch over)
- Around 24% of all simpliTV customers use the subscription including 40 channels



SIMPLI-TV SINCE LAUNCH

- April 2013: **Launch simpliTV**
 - HD via terrestrial broadcasting with no additional cost
 - Pay TV package with up to 40 channels
- October 2015: **Launch simpITV Internet**
 - Unlimited internet
 - Streaming ORF channels
- Juni 2016: **Launch simpliApp**
 - TV Guide
 - Streaming ORF channels

	Antenne	Antenne
	HD-Registrierung / HD-Aktivierung	Antenne Plus
Anzahl Sender inkl. HD	bis zu 15	mehr als 40
davon Sender in HD	7	bis zu 18
Empfangscheck	empfohlen	empfohlen
Internet LTE Zusatzpaket	buchbar	 buchbar 
simpliTV Streaming Zusatzpaket	-	buchbar 
Flimmit Zusatzpaket	-	buchbar 
Live-Streaming Funktion	-	inkludiert 
Kosten im Monat	€ 0 im Monat*	€ 11 im Monat** 
	DETAILS ZUM PRODUKT	DETAILS ZUM PRODUKT

PRODUCT BENEFITS OF



Consumer

- 40 channels
- Low monthly fee of € 11,-
- Easy installation (no drilling, no hammering)
- Easy to move
- Flexible tariffs: e.g.: students
- Alternative to cable-abos
- Ideal for weekend houses, gardens, boats, etc.

TV-Channels

- 40 channels
- High technical quality
- Easy access (satellite signal)
- Higher percentage of consumers with „less usage“
 - Good for TV usage in general
 - Good for smaller or niche channels

DVB-T2 YOUR DIGITAL CONTENT GATEWAY!

Your contact:

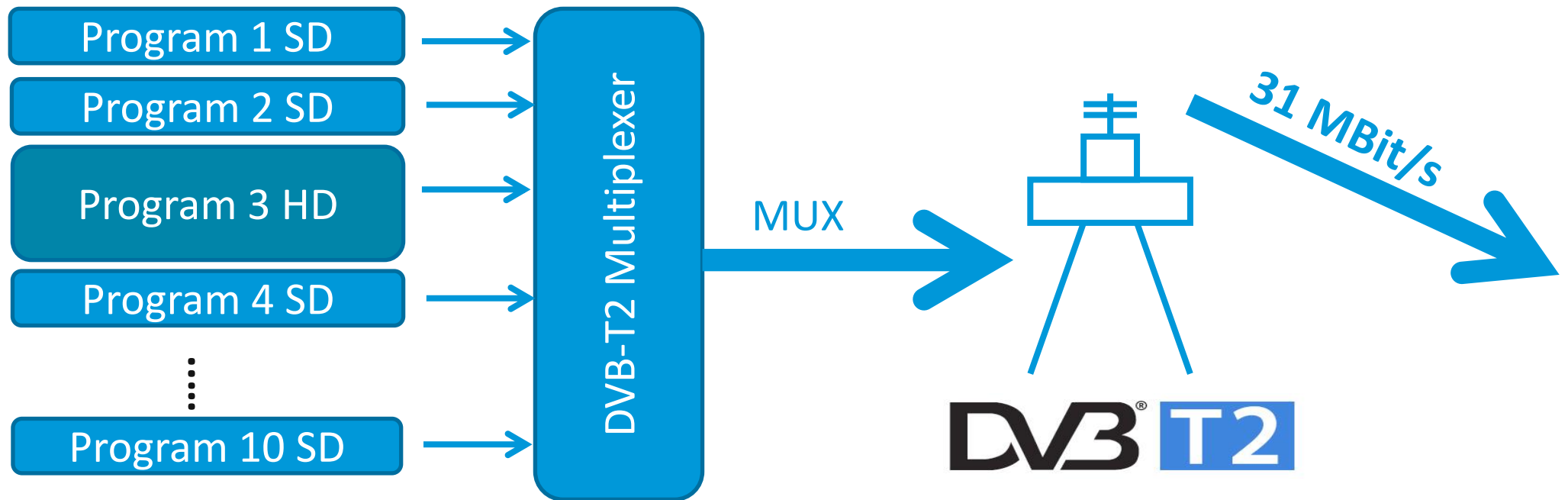
IP Österreich GmbH
Walter Zinggl
CEO

IP Österreich GmbH - Firmenbuch: FN 142876 M · USt-IdNr. ATU 403 587 05 · Geschäftsführer: Walter Zinggl



DVB-T2 – the advanced development of DVB-T

DVB-T2 ENABLES TO TRANSMIT MORE PROGRAMS PER MULTIPLEX



The ORS has 3 nationwide licenses for DVB-T2 (MUX D, E, F).

Source:

ORS: The ORS group consists of Österreichische Rundfunksender GmbH & Co KG - Austrian Broadcasting Services (ORS) and its subsidiary ORS comm GmbH & Co KG (ORS comm).

MUX = terrestrial multiplex platform