


## 3SCREENS Solutions



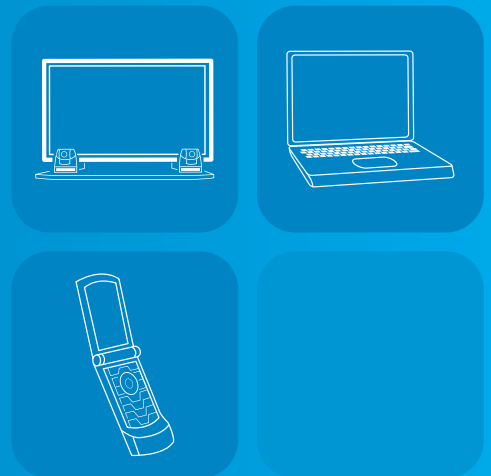
Application suite for content delivery to IPTV, PC and Internet-based devices, 3G mobiles

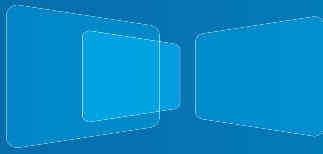
The traditional paradigm of a limited number of TV channels and access to a reduced library of digital media is turning into a plethora of entertainment choices available on multiple devices such as mobile, portable device or TV set IP-connected with a full interactivity over a digital ocean.

New typologies of usages are emerging, from content snacking to the movie feast. These consumption patterns have been prompted by a massive adoption of video-enabled devices, whether static or portable.

These mega-trends have two critical success factors for operators to generate stickiness and revenue: quality of delivery and usability.

To address this overall equation, Anevia offers a complete Triple Screen solution- **3Screens** ensuring a best in class service from content preparation to end-user multi-device delivery.





## Content proliferation

The digital content is under major evolution in terms of structure, volume and variety as well as value chain.

What used to be formal sources of content from studios or standard TV channels have evolved into multiple sources such as independent video portals, live-web or replay TV, user-generated content, long tail libraries, archive programs or short form content.

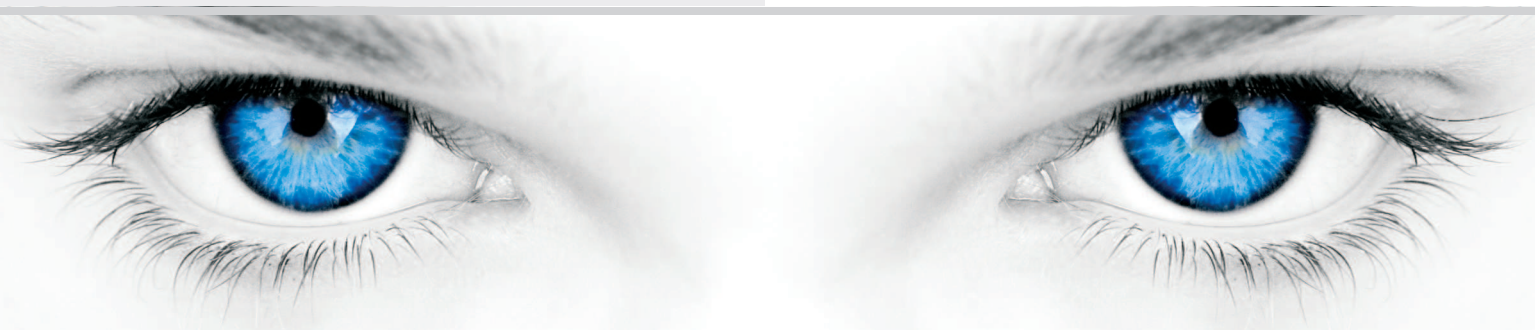
In the meantime, the number of formats, whether initially shot in various forms and compression formats, is also multiplying volume size exponentially.

## New services, new usages

The ocean of live and on-demand content has driven the introduction of new services to be accessible in a user-friendly way. The keywords non-linear TV and time-shifting are a cornerstone for user to really select their programs and build-up their own entertainment programs as close as possible to their interests and personal viewing agenda.

Non-linear TV and time-shifting cover various services and usages:

- Catch-up TV for recent programs
- Network personal video recorder to pro-actively build-up a personal entertainment grid
- Anywhere any-time: mobile content, snacking, individual PC replay etc...



## Quality delivery

Keeping the objective to make available a wide range of choices to all video-enabled devices, from TV sets, Mobiles to Internet connected devices, the new challenge is to deliver programs with a monitored level of quality, insuring recurrence in use and end-user retention.

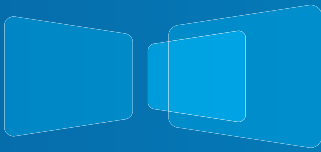
As fixed and wireless broadband networks are currently supporting this load, the issue of quality is based on the equation of storage and streaming capacity management on a large scale. The initial capital expenditure to deploy a network is directly linked to the level of delivered quality. A proper monitoring of both quality and costs for a multi-devices delivery requires a single video services infrastructure, enabling capacity mutualisation and optimal collection of end-user profiles and experiences.

## Emerging business models

While the video-on-demand business model for standard blockbusters is fully mastered, new on-demand services and third-party content providers are requiring new business models to reach a good level of profitability based on advertising. Recent surveys show that users are less willing to pay for these types of services, while the level of acceptance for advertising is raising up to 83%.

Three business models are emerging:

- Ad-funded services
- Ad-discounted services
- Revenue sharing on content distribution from third party content providers (cache or advertising based).



# 3SCREENS Solutions

## 3Screens solutions

### VIALIVE

Carrier-grade live TV solution suite designed to build full-IP headends, providing first-rate reliability, advanced stream processing and cost savings, and performing the tasks of 3 traditional equipments: an IRD, a muxer and an IP streamer.



### VIALIVE REFLECTOR

A key component for scalable and reliable Live TV distribution to mobile and Internet connected devices (PC, laptop...).



### VIAPLANNER

Content management solution for content life cycle, dynamic distribution, content movement and planning. Also offers, based on viewing statistics, accurate distribution rules to suggest potential most-popular programs.



Anevia's 3Screens solution has been specifically designed to face the challenges accompanying new services introduction and profitability. 3Screens architecture is a single video infrastructure mutualising storage and streaming capacity to deliver video on demand services to TV, Mobile, PCs and internet devices. The application platform is a feature-rich enabler to develop the most advanced interactive video services including gaming or TV commerce.

3Screens is a suite of functional modules monitoring the end-to-end value chain of video delivery.

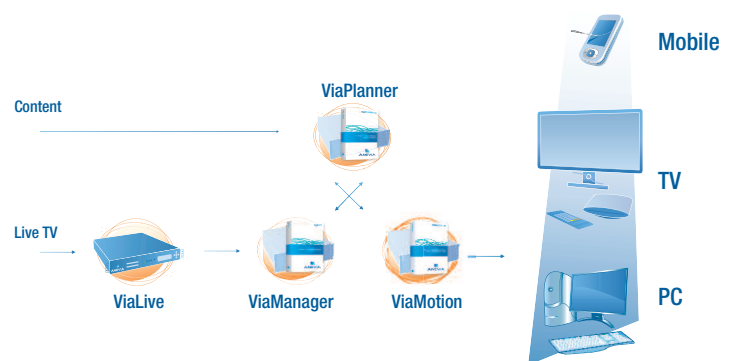
### VIAMOTION

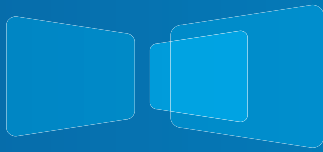
A range of library servers or point of presence convergent servers for multi-device delivery with on demand services like nPVR, Time-shift/Pause, Circular buffer, VOD, Catch-up, Playlist, Interactive video commands.



### VIAMANAGER

Load balancing and management system for all critical components of Anevia's 3Screens solution.





## Hospitality product suite

### **FLAMINGO 660 series**

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Flamingo 660 S & T series are hospitality gateways fully designed to receive and stream a mix of 6 multiplexes or transponders over IP.  
Flamingo 660E is an analogue IP encoder for 6 TV channels.

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### **FLAMINGO 700 series**

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Flamingo 700 series are the first TVoD gateways combining TV and VOD in only 1 box, simplifying service deployment and management.  
Video mosaic and EPG service facilitator are also on top of IP gateways and alternative options, depending on configuration.

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### **TOUCAN**

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VOD server range dedicated to the hospitality industry, mainly combining all on-demand services needed in bedrooms or offices:  
VoD, Live Pause/Replay, Catch-up and time shifting, Video Commerce.

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### **JACANA Mosaic**

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The Jacana is a mosaic generator for display of multiple video channels on one screen and supervision of video channels. The Jacana is fully adapted to hospitality IPTV systems, enabling IPTV service providers to deliver a superior viewing experience simply and cost effectively.

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## About Anevia

Anevia is a video service infrastructure provider for IPTV, Video-on-demand, Catch-Up TV and network PVR for 3Screens devices (TV, PC, Mobile). Anevia's added value lies in its innovative software solution, which combines broadband and television that have been deployed across 70 different countries.

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**For more information, visit:** [www.anevia.com](http://www.anevia.com)

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