

'SmartLNB' Connected TV services via satellite



Eutelsat's 'SmartLNB' allows broadcasters and TV platform operators to deploy interactive TV services everywhere, generating more value from present and future DTH customers.

KEY FEATURES

- Provides a satellite return link dedicated to interactive broadcast applications
- Low-cost home device, compatible with existing consumer satellite equipment
- Supports Multi-screen and DRM protected applications
- Based on open standards (DVB-S2, IP, ...) and highly efficient protocols
- Combined with optimised use of satellite spectrum in multiple frequency bands (Ku, Ka)

Eutelsat has changed the rules of satellite TV with its 'SmartLNB' for Direct-To-Home (DTH) dishes that allow TV platform operators to deploy their own networks of linear television and connected TV services directly via satellite. Designed by Eutelsat, 'SmartLNB' is a next-generation electronic feed connected to an antenna with an embedded transmitter that makes it easy for service providers to deploy interactive applications.

'SmartLNB' gives end customers easy access to value-added connected TV services such as: Push VOD, pay-per-view, social TV, HbbTV, multi-screen viewing, personal subscription management and live show participation.

Broadcasters benefit from direct contact with their installed base to provide a wide range of applications, including: customer intelligence and promotion of new personalised services, enhanced customer support, remote diagnostics, audience measurement and more.

By connecting 'SmartLNB' to a Wi-Fi router, its connectivity features become immediately available for DRM protected multi-screen applications, in particular tablets and smartphones. 'SmartLNB' also enables a satellite viewer to access social networks.

'SmartLNB' transforms mass-market DTH satellite services by enabling broadcasters and platform operators to integrate interactive services into their broadcast platforms, as well as exploiting the enormous developments in web services and applications. It circumvents viewer dependency on terrestrial fixed and mobile networks.

This exciting technology meets increasing consumer expectations to manage and interact with content. It also enables machine-to-machine and home automation applications via satellite.

'SmartLNB' is available now, with on-going mass-market production.

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How it works

'SmartLNB' provides a bidirectional narrowband channel on top of normal Direct-To-Home (DTH) reception in Ku-band. The return link can be in Ka-band, or Ku-band, depending on the model.

A typical installation for interactive TV services is composed of:

- Satellite dish
- 'SmartLNB' feed with coaxial output
- Interactive set-top box (STB)/In-Door-Unit (IDU) that splits the video signal to the legacy TV/STB and the IP signal to the local network.

'SmartLNB' takes advantage of the Ethernet over coax: in existing installations the user does not need to replace the cabling. For greenfield installations, or for applications not based on DTH, an Ethernet connection between the antenna and the IDU is also possible.

The interactive STB/IDU makes use of standard protocols (DVB, IP, ...) and is thus compatible with any standard user equipment.

'SmartLNB' is optimised for bursts and message-type traffic on the return link; the transmission protocol provides modulation and asynchronous access scheme with very high spectrum efficiency.

Operators may serve a wide population of terminals with cost-effective satellite bandwidth. The solution is available throughout Eutelsat's worldwide satellite footprints.

