NEOTION
Innovation Attitude

SECURE OTT SERVICES
CI Plus CAM + Connected TV

VOD **EPG** **CATCH'UP TV**

Improve your Pay-TV offer with secure and fully managed Over-The-Top services still using the CAM!

The **NEOTION CI Plus CAM** plugged into a **Connected TV** allows Pay-Tv Operators to extend their broadcast linear content with **value added OTT** services, by protecting the content and improving TV viewers' experience.
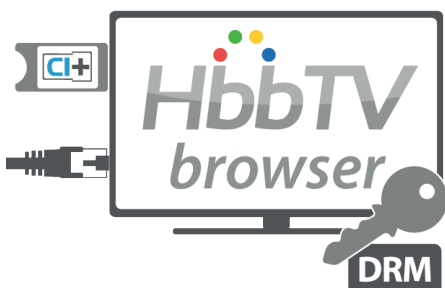
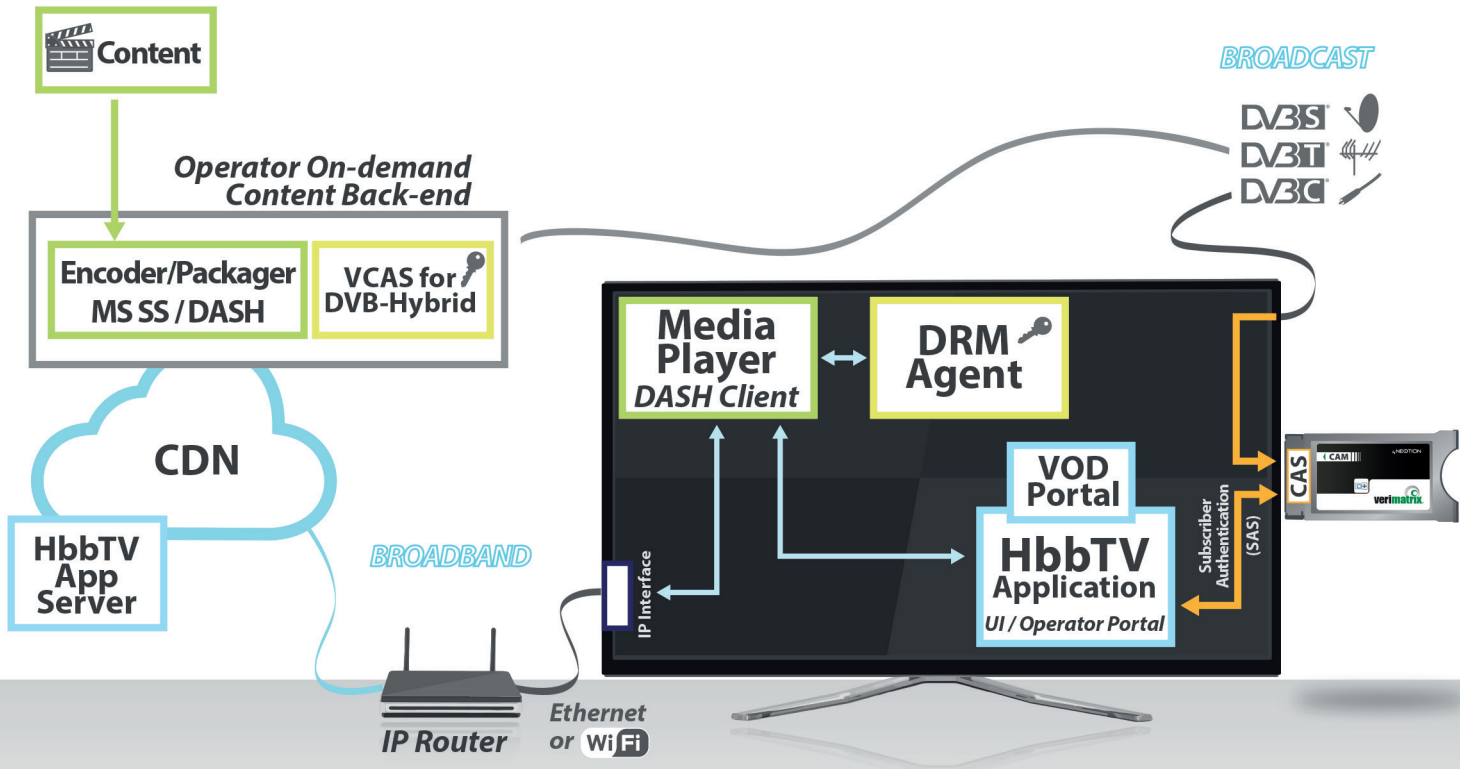### *A complete eco-system including both broadband & broadcast solutions*

HBBTV: known for enhancing broadcast centric services with innovative solutions such as OTT services (EPG, on-demand services, catch-up…) and adding in its recently released HbbTV 2.0 version a range of new functionalities including advanced video delivery features (UHD and HEVC).

A Connected TV: a TV embedding the OIPF agent, an IP built-in interface and a HbbTV browser. A suitable solution to offer a rich and simple TV viewing experience in a dedicated and personalized environment for Pay-TV Operators.

DRM protected content: a DRM agent and HbbTV 2.0 in the Connected TV set, the way to ensure for Pay-TV Operators to keep control over their DRM protected contents and subscribers bases and offers.

NEOTION CI Plus 1.3 CAM: a CAM combining the Specific Application Support (SAS) CI Plus resource and any Conditional Access System (CAS) protecting linear content.

GLOSSARY AND TECHNICAL FEATURES

Standards

- HbbTV: version 2.0
- CI Plus: version 1.3

Media Player

- Supported Adaptive Bit Rate (ABR) technologies :
  - MS SS: Microsoft Smooth Streaming. Legacy technology supported by most of TV sets.
  - MPEG-DASH required by the HbbTV standard.

DRM agent

- Microsoft Play Ready, Marlin or Widewine. Mainly supported by the latest generation of TV sets.
- DRM solution from CA vendors (Conax™, Irdeto™, Verimatrix™, Viaccess-Orca™).

Broadcast networks

- DVB-T/T2, S/S2, C.

Key features

- Broadcast content are decrypted by the CA system embedded in the CAM.
- OTT DRM-protected content are decrypted by the DRM agent embedded in the TV set.
- Operator portal and User Interface (On-Demand and OTT services) are managed by the HbbTV application.
- SAS: the Specific Application Support CI Plus resource is a secure interface between the CAM application and the HbbTV application run by the TV set. For instance this is used to transfer user information such as unique subscriber ID or smart card rights.

Neotion CAM