



Antenna Hungaria New TV Service




















world's most Advanced DTT TV
Capability transforming Hungarian
TV landscape

mediaclass.tv

azdio.com

swiftclass.com

Antenna Hungaria Has Launched the Most Advanced DTT Service In the World Over Taking Industry leaders such UK Freeview

			
 Affordability		Expensive STB	 STB at competitive price
 Unified service		Need to download channel apps separately for mobile / PC for watching channels live	 Seamless unified experience on all platforms
 Pay TV		No Pay TV channels available in the platform	 Integrated Pay TV
 Integration of new channels		Integration of new private channels only without VoD, restart, catch-up, features	 Complete and seamless integration of new channels with all features
 Personalized recommendation		Basic watch-list recommendation	 Advanced recommendation with AI tools
 Targeted messaging		No messaging / targeted advertising capability	 Targeted messaging based on customer segmentation

Foundation Of Antenna Hungaria Achievement

Antenna's Strong and Visionary Leadership Team

Partnership with the most experienced Technology and Product Partner

Strong Execution of joint Antenna and mediaClass Engineering and Commercial teams



Transformation of Hungarian Media Service Delivery Landscape

- Antenna Hungaria's Advanced TV Platform enables a transformation of Hungarian media Service Delivery Landscape
- For the first time it provides an Advanced True Multi-tenant Platform that enables multiple content and service providers to create their own TV service at a low cost delivering to TV, Mobile and PC over the Internet
- This highly flexible **TV Platform as a Service** enables new business models for the industry unleashing Hungarian Market's media creativity:
 - ✓ A single channel provider can become a TV Service provider at low cost
 - ✓ A content library owner can become a VoD Service provider for their local market at low cost
 - ✓ A major ISP can launch their own entirely customised and branded service at low cost without the need to build their own TV Service Platform



A Unique Partnership With Antenna Hungaria

mediaClass™ OTT Platform - Most Complete, Feature Rich, COST EFFECTIVE, and Hyper Scalable OTT Product Suite in the industry (mediaclass.tv)

Swiftclass STB Software – The Most Advanced, High Performance STB Software in the industry (swiftclass.com)

Azdio Engineering – The Most Experienced Engineering team in all aspects of IPTV, OTT, DVB and Broadband Network in the industry (azdio.com)

Unique Partnership – Antenna and Azdio teams working together as one team to deliver a live TV service in 6 months on Apps, Web Portal and Cost Effective Hybrid DVB-T2 STBs



mediaClass BENEFITS

- ✓ Proven technology deployed in 9 countries and 10 languages for millions of subscribers
- ✓ Fast and Easy to Install and Operate
- ✓ Most advanced and comprehensive set of features in the industry
- ✓ All elements of the OTT TV platform offered by mediaClass
- ✓ Advanced Advertising Integration generating enhanced ARPU through AVOD and targeted ad insertion
- ✓ Easy to Integrate with different Operator BSS Platforms
- ✓ Hyper reliability for operational peace of mind
- ✓ Also available as a managed service in the Cloud



A BREAKTHROUGH BUSINESS MODEL FOR OPERATORS

Low Upfront Start-up Costs

A fixed price yearly Support and Maintenance fee

- Provides savings of up to 75% on the cost of deploying and operating a TV service!
- In Summary the Most Advanced Solution in the industry at Breakthrough Cost Base



THE ONLY COMPANY IN THE WORLD OFFERING ALL ELEMENTS OF THE TV PLATFORM

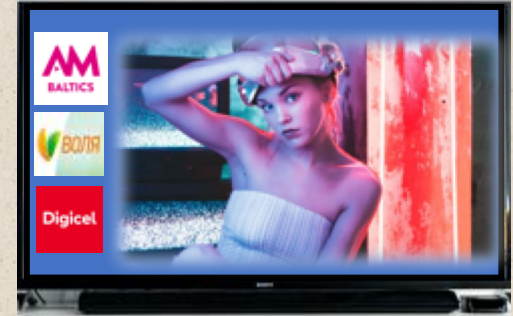
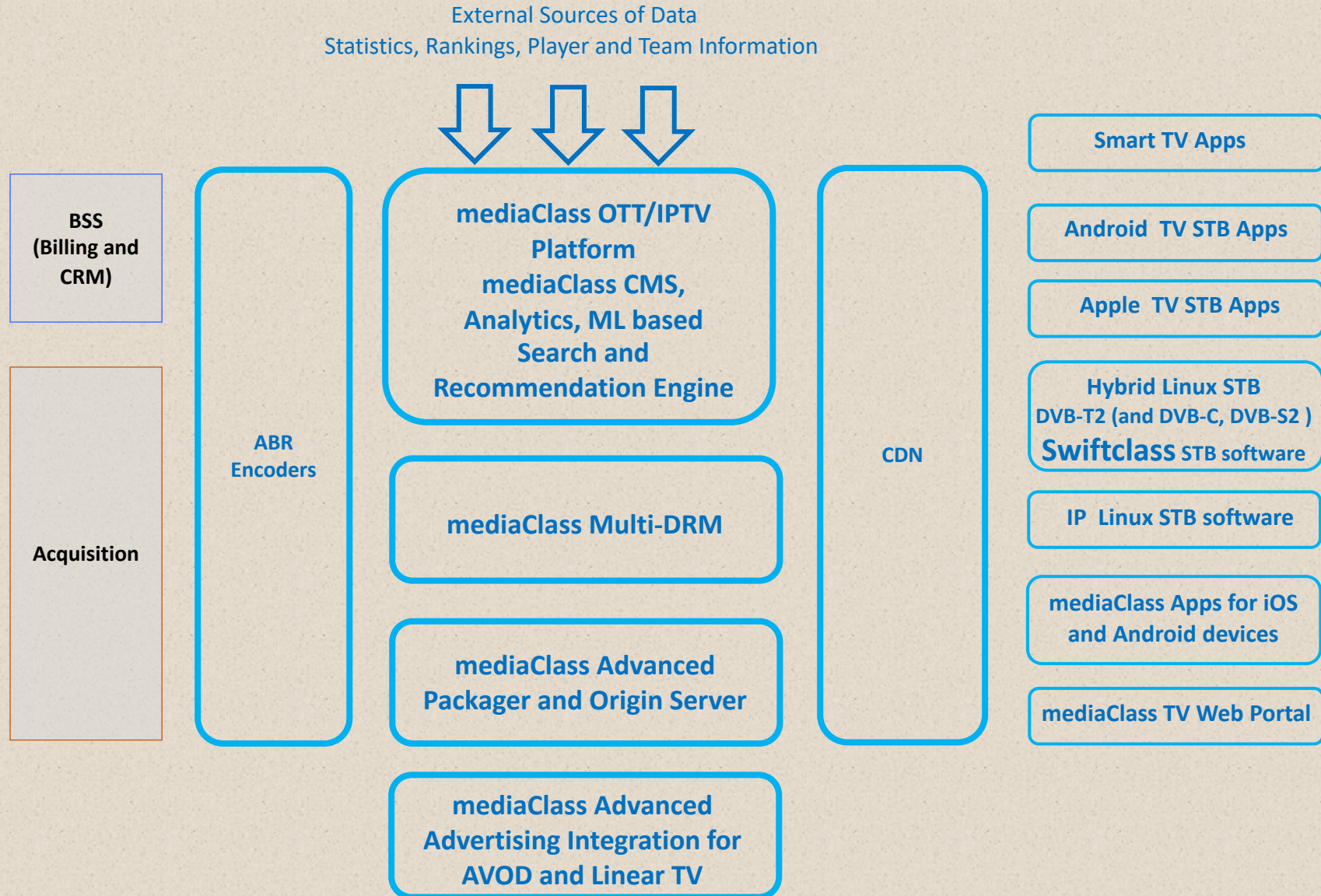
mediaClass offers all elements of the TV Platform – from encoders to apps and legacy STB software

mediaClass also offers all the different engineering and system integration expertise required to deploy a TV Platform and live service – from Head-End Design and Deployment to IP and Access Network Engineering



mediaClass: UNIQUELY OFFERING ALL ELEMENTS OF THE TV PLATFORM

III



OTT Platform Tiers of Functionality

A – Simple Feature OTT Platforms

- Linear TV
- SVoD
- Mobile Apps

B- Medium Feature

- Android STB Apps
- STB support for IP and Hybrid
- Catch-up and NPVR
- TVOD

C- Full Feature Products

- AVOD
- Basic Multi Tenant Solutions
- Cloud Based
- Analytics



mediaClass Superlative Functionality

Linear TV over IP and Hybrid DVB-C/T2/S2 and IP

VoD – SVOD, TVOD, full AVOD

Mobile Apps for iOS and Android - with Dynamic UI generation

Smart TV Apps - with Dynamic UI generation

TV Web Portal - with Dynamic UI generation

STB support for IP and Hybrid (Android, Linux, Apple TV)

Catch-up, Reverse EPG and NDVR

True Multi Tenant Solutions

Advanced Content Management System

Cloud Based capability

AVOD Apps

Advanced Content Management System

Advanced Analytics Platform

Built in Search and AI Recommendation

Multi-DRM Platform

Advanced NDVR Packager and CDN

ABR Transcoders

Advanced Swiftclass Linux STB Software Support

azdio Unique Capabilities and Products

azdio is the only company in the world with expertise and products on all elements of a TV and Broadband Platforms

azdio leadership team have been pioneers of Digital TV and broadband for many decades with many world firsts

mediaClass world leading OTT TV Products

azdio TV Strategy Consulting

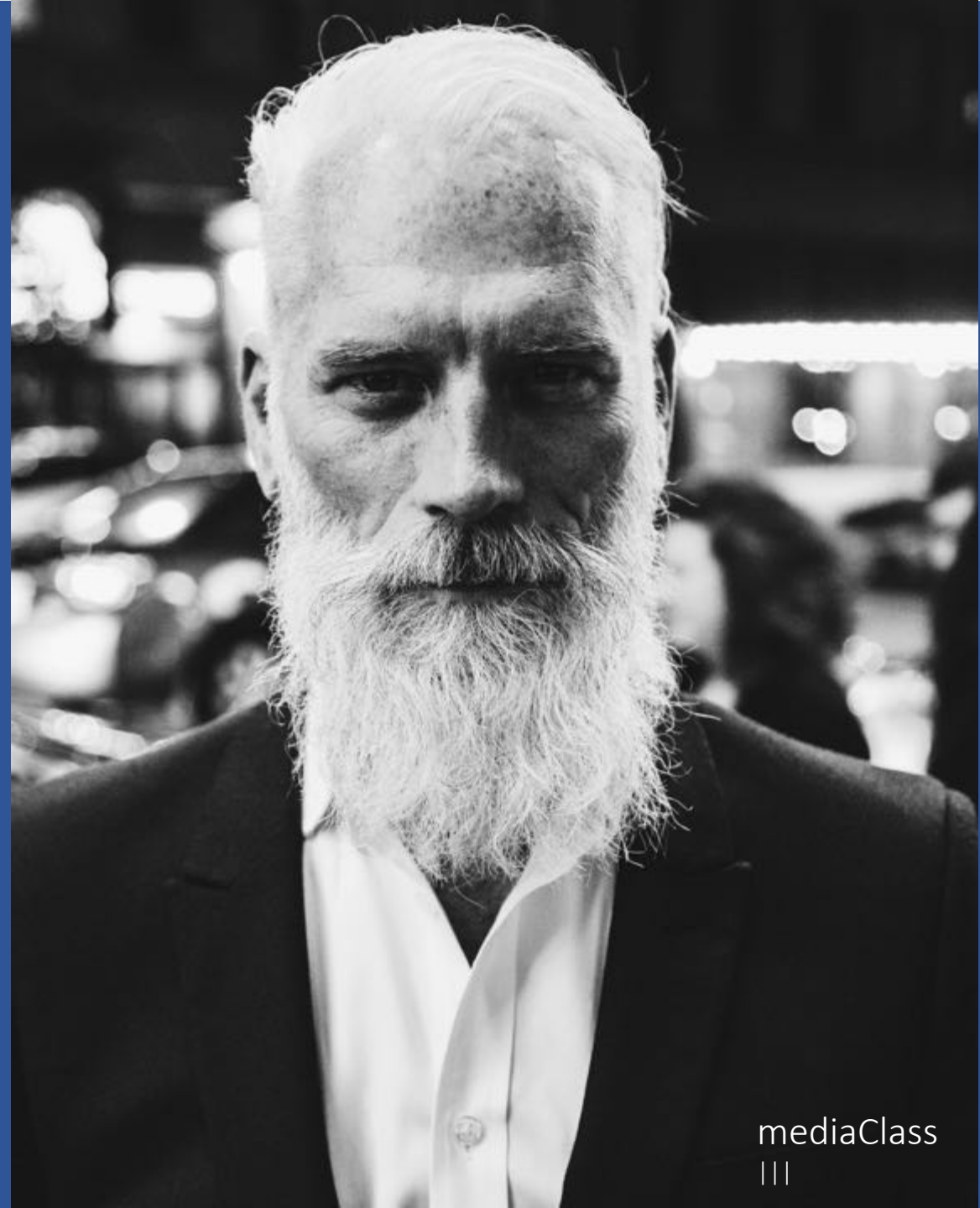
azdio DVB, IPTV and OTT world class Engineering Consulting

azdio Broadband and IP Network Engineering Consulting

azdio RF Engineering and HFC world class Engineering Consulting

azdio world class TV Operations Services

azdio IT Consulting and Software Development services





Example STB User Interface delivered by Swiftclass Advanced STB Software

ZENIT ST PETERSBURG - FC BARCELONA

02:45

Nézd nálunk az EuroLeague legizgalmasabb mérkőzéseit.

14:03

- Emlékeztető beállítása
- Ment
- Infó

Sportcsatornák



M4 Sport HD



Sport 1



Sport 2



Arena 4



EsportGuru

Hunbasket Férfi NB I. A



Some example achievements of Azdio management team in building some of the largest and most advanced Telecom, broadband and Digital TV infrastructure

- Design and Implementation of **broadband** and Digital TV networks for Telstra, **UPC**, Optus, Virgin Media and many other major service providers (these networks support well over 20m subscribers today)
- Design and deployment of the world's first and still the largest commercial scale broadband interactive Digital TV platform in 1999 for UK Cable
- Design and implementation of UPC's first Digital TV and Broadband infrastructure
- Eircom IPTV Service Launch in 2013 and its ongoing Operation
- Design of the FTTH (G-PON) network for KCOM with capability for delivery of Broadband, Digital TV, and Telephony services
- Design and implementation of Ziggo advanced TV Apps
- Example TV service launches include All Media Baltics, Volia, Blizoo, Antenna Hungaria among many others
- **Creation of EuroDOCSIS (Annex A and Annex B to DOCSIS standards) happened by Azdio technical teams in 1998** and its first ever deployment
- Design and Implementation of Comcast **Broadband** infrastructure and service
- Next Generation BSS and OSS technologies design and deployment for many major telcos and cable operators (including Virgin Media in the UK) for their video platforms
- Launch of the UK's first VoD over cable in March 2000
- Large scale web services platforms and technology development for different telcos and cable operators
- Design and Implementation of award winning multimedia portals for major broadband operators
- Design and implementation of a number of state of the art VoIP Platforms including Comcast Digital Voice service

www.mediaclass.tv

Contact us: mediaclass@azdio.com

