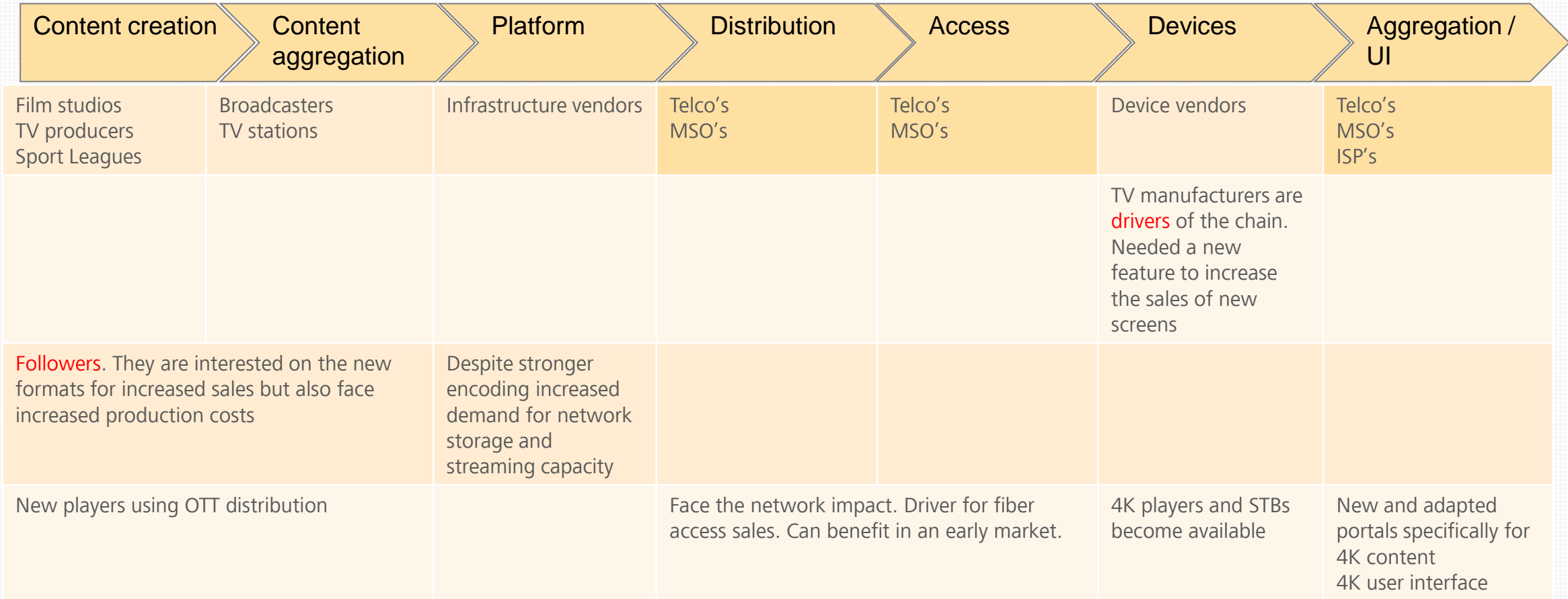


Video value chain

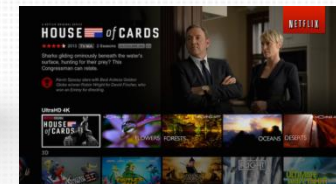
Content creation		Content aggregation	Platform	Distribution	Access	Devices	Aggregation / UI	
50%		10%	15%		10%	15%		share (estimate)
Content production, actual making of new content	Bundling branding and pricing of content for consumer	Head-end, encoders SI, provisioning, billing AD insert, data mining, CRM SD, HD, 4K, 8K	Outlet channels to push packaged content Network capacity for wholesale or retail CDN	Access network DSL, fiber, LTE, HFC, DVB-C/T, OTT, 4G eMBMS	STB, Android & iOS devices Mobile terminals and tablets Smart TV	User interface through which consumers obtain content App store		description
Film studios TV producers Sport Leagues	Broadcasters TV stations	Infrastructure vendors	Telco's MSO's	Telco's MSO's	Device vendors	Telco's MSO's ISP's		players
Warner Bros, Universal, FOX, Buena Vista, Pixar, Endemol, FIFA, UEFA	BBC, RTL, BSKyB, Springer,	E///, Arris, Huawei , Cisco, VMX, Rovi, Harmonic, ZTE, Nagra, SeaChange, Agama	Astra, Orange, Free, T-Home, Time Warner, O2, Canal+, TeliaSonera, Telenet, Telenor, Vodafone	Swisscom, BT, UPC/Ziggo, KPN, AT&T, Verizon, Telecom Italia, Telefonica, Telenor, TeliaSonera, Deutsche Telekom	Cisco, Intel, Huawei , Broadcom, Arris, Samsung, LG, Sony, Apple, HTC, Pace, ADC, ZTE, Nintendo, Microsoft	AT&T, Belgacom, T-Home, KPN, TeliaSonera, Telenor, Telefonica, UPC, Yahoo, Ebay, Amazon, Vodafone		examples
YouTube (UGC), Al Jazeera, 3D Pixar	Netflix, Hulu+, Zattoo, Amazon TV, Vudu, DailyMotion, Magine		Akamai/Octoshape, Limelight, Amazon	Google (US)	Roku, Tivo/DS, Apple, Amazon Fire, Nexus	Facebook, Whatsapp, iTunes, Spotify, YouTube, GooglePlay, Twitter, AndroidTV		new entrants



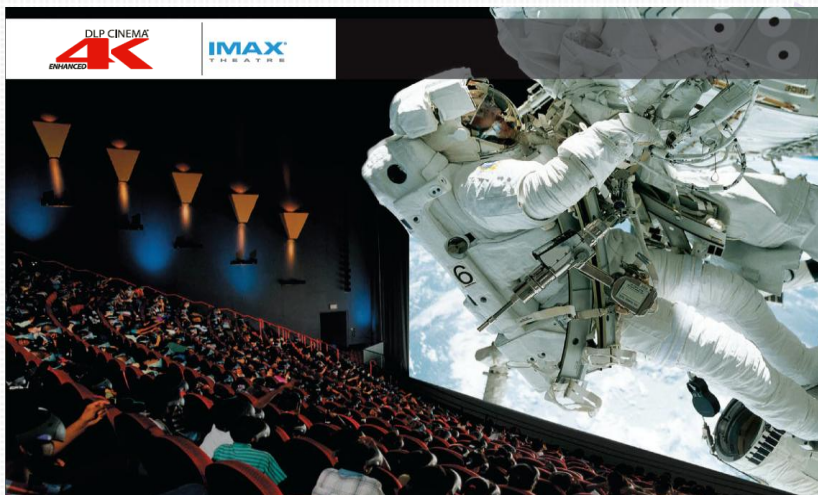
4K value chain



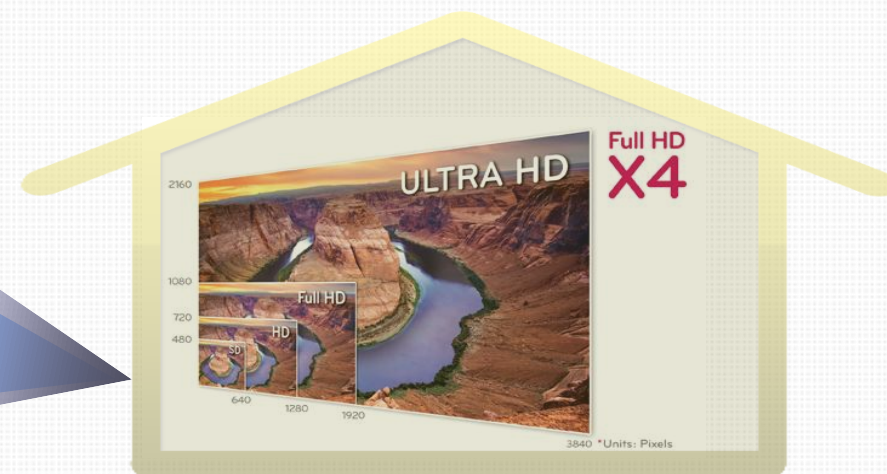
25 Mb/s required
15Mb/s used



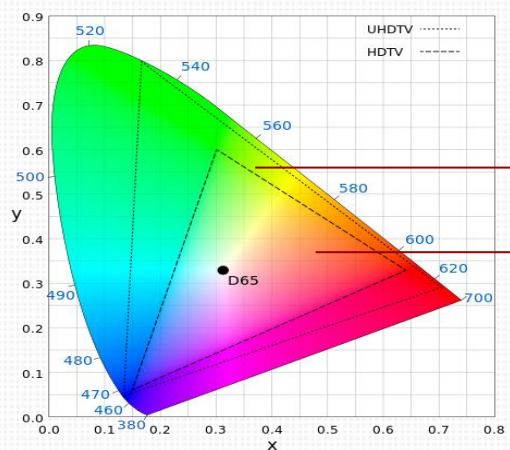
4K is more than a bigger picture



4K provides high performance equals to the **35mm** film strip



More colors



Cinema level 4K color space
HDTV standard color space

higher dynamic range



2014~2015, 8~10bits; 2017~, 10~14



Full HD

ULTRA HD

smoother experience with higher frame rate



2014~2015, p50/60; 2017~, p100/120



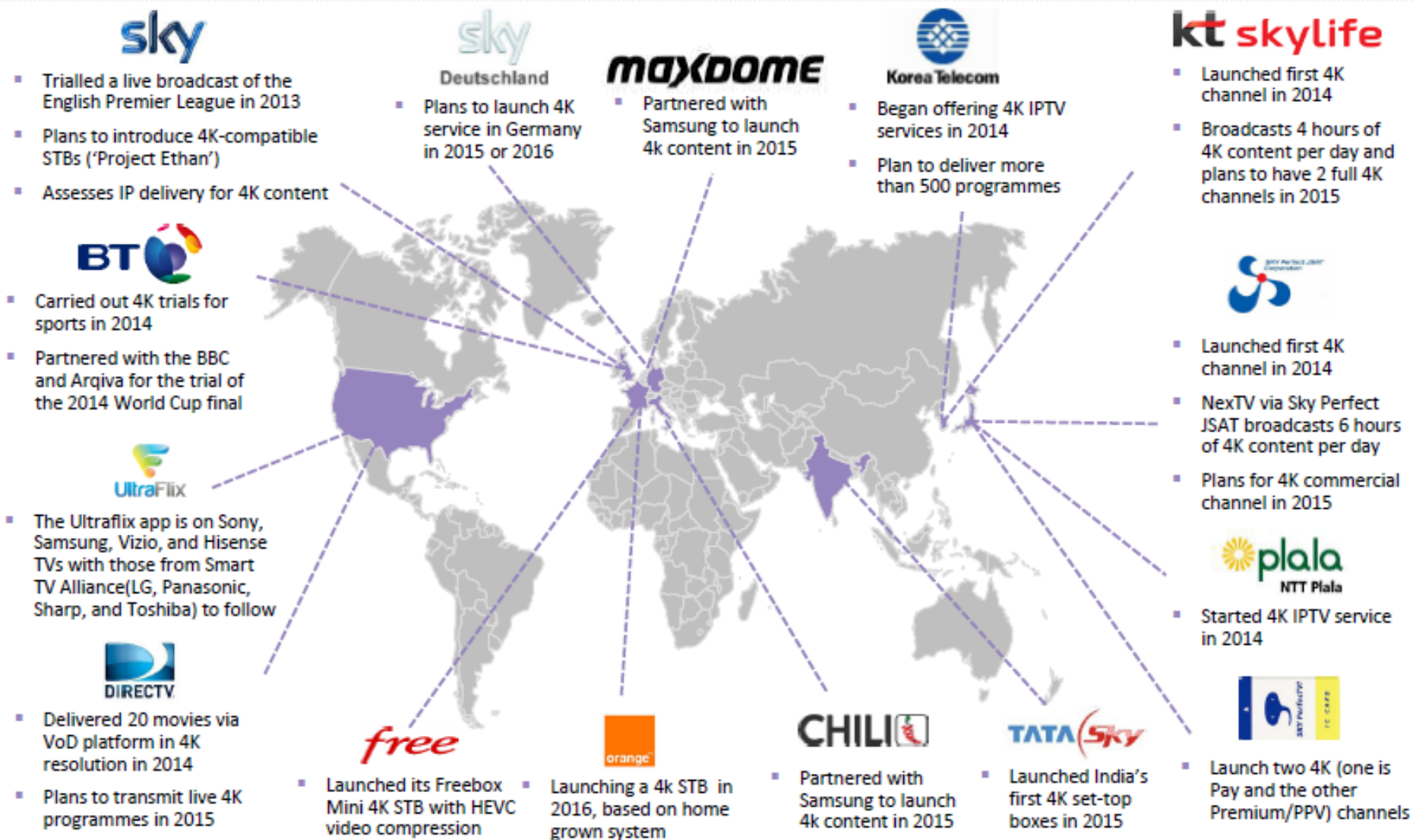
Key operators world-wide release 4K services in 2015



BT launched Ultra HD sports channel in August 2015



New HBBTV2.0 usecase that was tested at Roland Garros, June 2015



Huawei help Sichuan Telecom commercial launch China Telecom's first 4K service



December, 26th, 2014



Based on the excellent performance in Sichuan Telecom 4K project, Huawei is undoubted a world-leading 4K video solution provider

- ✓ Huawei FTTx Network
- ✓ Huawei 4K Video Platform
- ✓ Huawei 4K TV STB

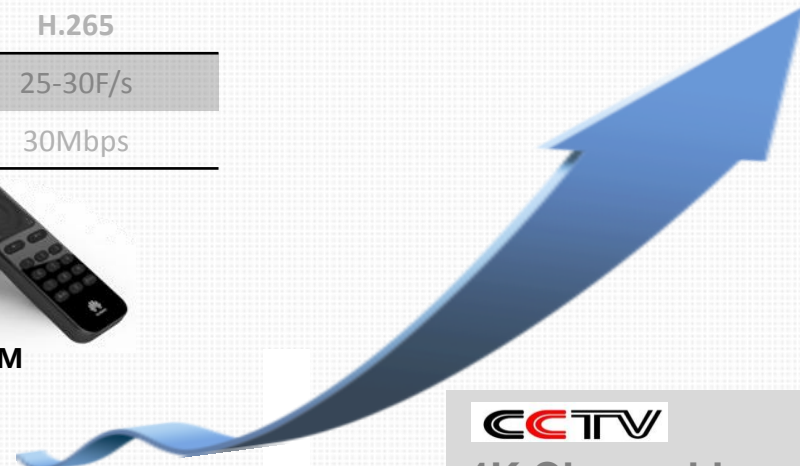
coding	H.265
Frame rate	25-30F/s
Bit rate	30Mbps



EC6108V9@3798M



Launch 4K service step by step



4K Service Trial

4K VOD service launch



4K Channel launch (CCTV 4K movie channel)

2012	2013	2014
Video + Broadband	HD-Video + Broadband	Blu-ray Video + Broadband



Sichuan Telecom is a typical case, that promotes FTTH deployment by providing 4K experience

- 1, Acquires 1m subs. in 6 months
- 2, Establish partnership with 4K content provider LETV, Sohu



		2012	2013	2014	2015
Business development	Service Roadmap	SD Live + SD VOD	720p Live + 1080p VOD	720p Live + BlueraY VOD	720p Live + 4K VOD
	Bundle Plans	4M / 2M (SD BB)	20M / 8M(HD BB)	50M / 20M(BlueraY BB)	100M / 35M(4K BB)
	FTTH Development	Home Connect: 1m	Home Connect: 3m	Home Connect: 5m	Home Connect: 7m (estimated)
	iTV Development		1.8m	3.8m (10%@50M plans)	XXX (20%@50M, 10%@100M)
Content	Content Cooperation	CCTV + TV Stations	CCTV + TV Stations + YouPeng(HD)	CCTV + TV Stations + YouPeng(BlueraY)	

Thank you

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