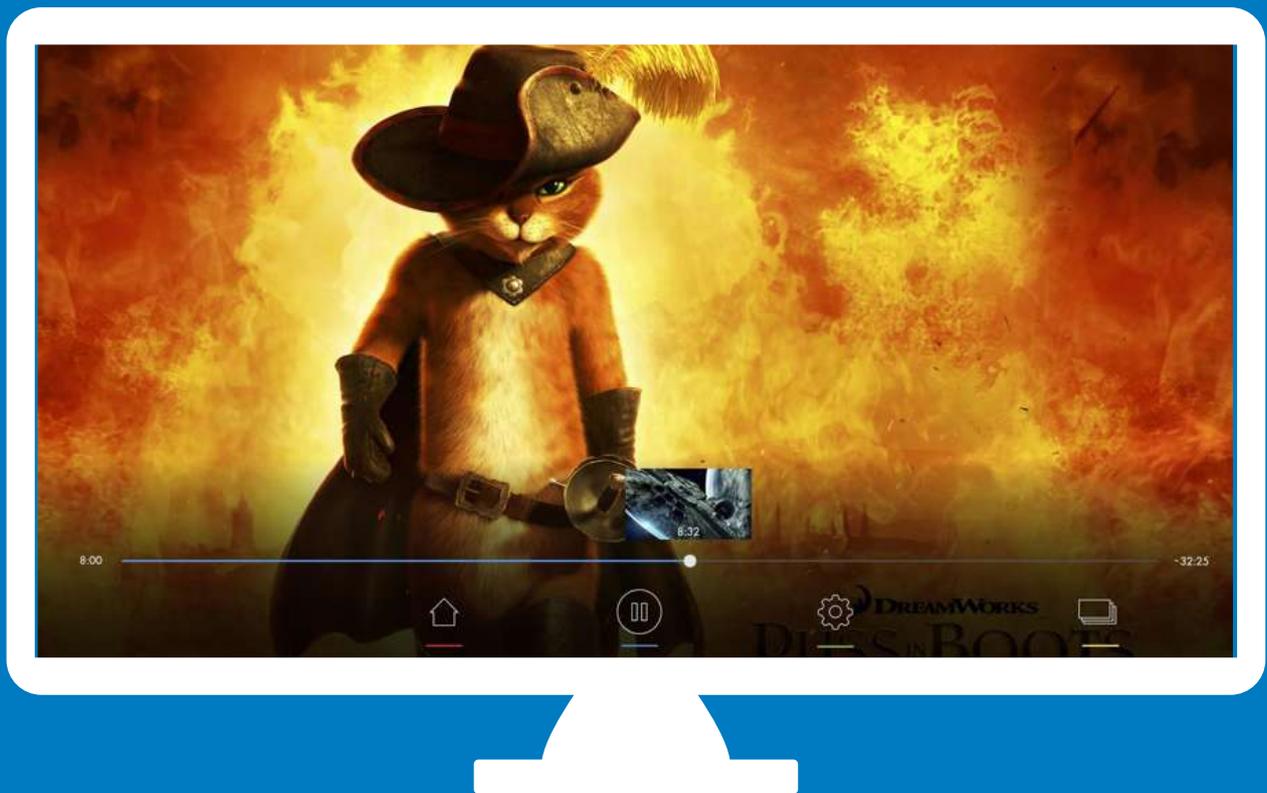


VIRTUAL CHANNEL

LAUNCHER FOR ADDITIONAL TV CHANNELS FOR ADDRESSABLE TV5



Product sheet

by hybrid

What is?

Virtual Channel

Virtual channel is a technological service that serves for instant launch of multiple digital Channels within AddressableTV platforms for both Broadcasters and other media owners. It converts any video into a TV channel that is broadcasted on TV sets. It is appropriate to any short-time playlist with the length of several hours, as well as linear channel having length of days or continuous stream of days. By applying Virtual Channel, broadcaster has a new way to add any videocontent to its services to enrich its non-linear program. It's critical benefit is easy set-up within minutes and extremely low operation costs.

Virtual channel is accompanied with Hybrid Videoplayer, allowing user to control the video that is played for his/her best experience and suitability.

What is the magic?

Benefits

- Easy way to get new channel within 10 minutes
- Easy set-up while on-air within hours
- Easy Channel management
- Multiple Channels On Air
- Low operational cost
- User friendly functions
- Perfect for non-TV content such as SlowTV, shorter online videos playlists and so on

How does it work?

Technology



All the process chain is virtual when the online content is sourced mainly via API to Hybrid cloud system Harvester which aggregates the content and then transforms into AddressableTV application. Hence it delivers the content in the form of virtual channel to the end device.

How to use it?

Usage

1. Permanent channels

- a) Creation of thematic stations (for kids, documents, sport, music etc.)
- b) SlowTV distribution
- c) Use of the old archive & content into playlists
- d) New Channel without need of TV broadcast distribution

2. Temporary channels

- a) Temporary events for special events (f.e.: space shuttle takeoff, Olympics, sports broadcast, political broadcast etc.)
- b) Test of new TV channel
- c) Short-term Channel without TV linear distribution
- d) Continuation of content from television - additional content
- e) Content that did not fit on the TV or has limited Target Group

What does it include?

Features

a. Play/Pause

Basic function to stop and play the video

b. Replay/Rewind

Additional function for viewer to back or forward the video by, f.e., 10second back and forth or alternatively by 5% of its length.

c. Time-shift

Feature enabling user to watch any part of the livestream or broadcast anytime he wants, even hours or days after/before it is On Air. It has secondary usage also as Catch-Up and Start-over. These features are vital for TV viewers for its easy manipulation and simplicity.

d. Video quality settings

Feature allowing user to adjust streaming quality. Usually 3 or more qualities are available. Automatic quality adjustment based on the connection quality is included.

e. Recommendation engine

In case of multiple streams, it is possible to recommend other related content during watching or after the channel has ended. Recommendation engine is display the channel in the Player.



e. More videos / other channels

In case TV viewers wants to change the channel, it has an option to browse more channels being On-Air at the moment by click "More Videos". After that, more channels will appear.

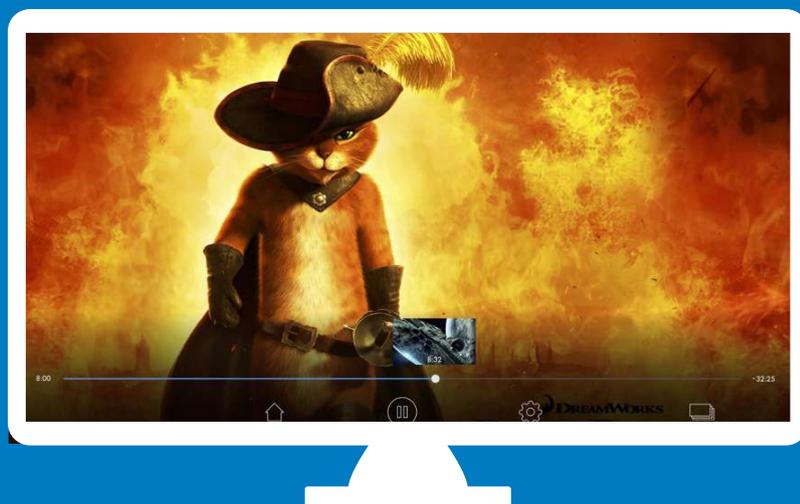


e. TVOD page

In case, broadcast is behind the pay-wall, user needs to make paid transaction, the player contain sing-up/payment page before the channel is launched. After transaction and confirmation proceeds, channel is launched.



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