

VideoTech

INNOVATION
AWARDS 2020

from **Digital TV** Europe



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Rising to the challenge

This has been a year like no other, but among many other things, 2020 has certainly highlighted the importance of video in our lives, both as a means of communication and also as a source of entertainment.

The VideoTech Innovation Awards celebrates those who are at the heart of transforming today's global video industry.

The last year has been uniquely challenging for video service providers and their technology partners, but they have risen to that challenge, as we can see from the quality and degree of innovation in the award entries for this year, and in particular in our winners.

This year's award categories spanned all the major elements of the video distribution business, from live-streaming and TV apps to next-generation advertising and the user experience, and much more besides.

For the first time we also introduced a category covering sustainability, saluting a company or organisation that has gone above and beyond when it comes to improving the video distribution industry's environmental impact. This is now rightly a key preoccupation of business generally and the video industry is no exception.

We also debuted the Innovation & Ingenuity Award, a special category dedicated to an individual or company that showed an outstanding ability to succeed despite the challenges thrown by the COVID-19 pandemic.

Please enjoy this celebration of 2020's winning entries.

Stuart Thomson, Editor,
Digital TV Europe

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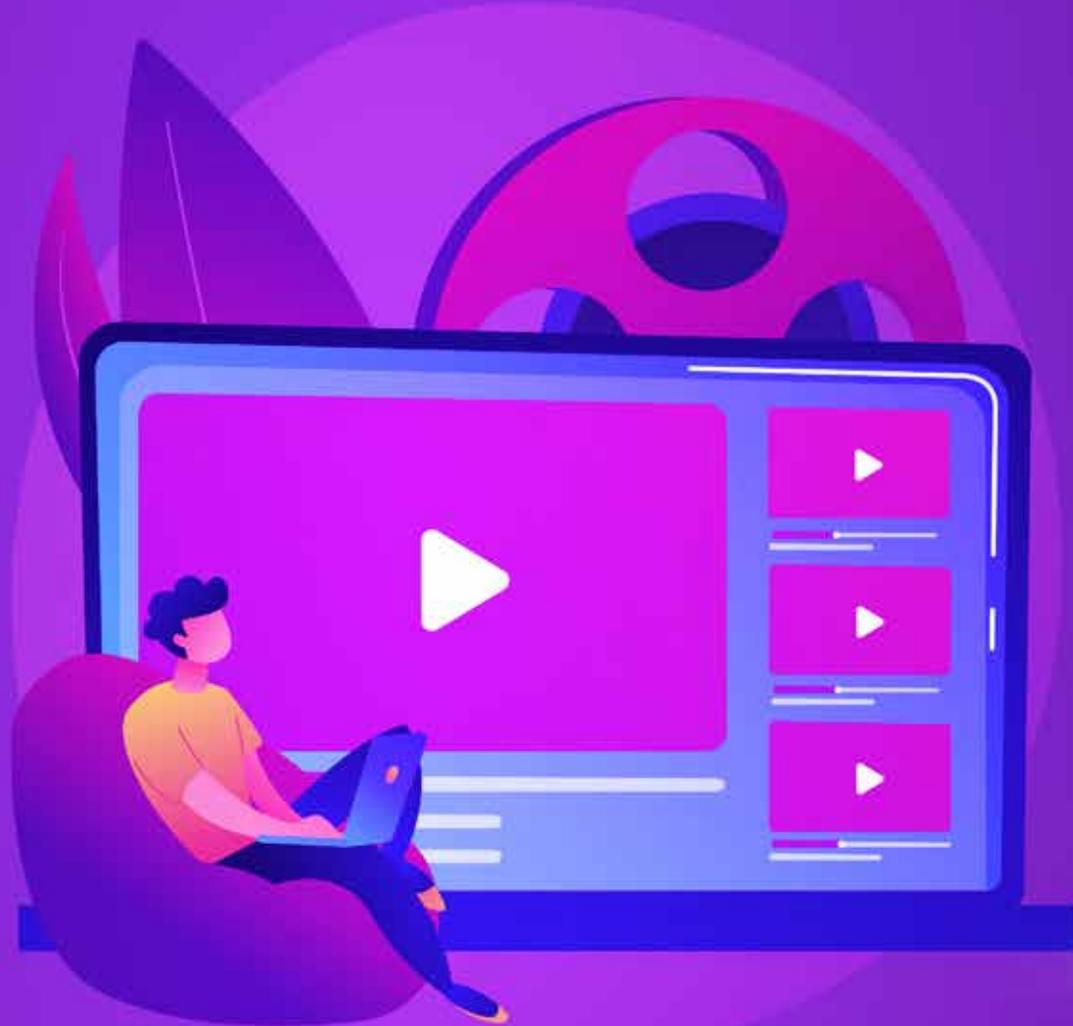


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Streaming Platform

- Stream live broadcasts with a delay under 1 second
- Turnkey video streaming solution
- 100+ CDN points of presence on 5 continents



Spanning all aspects of the TV industry from technologists to analysts, the judges for the VideoTech Innovation Awards 2020 represent the breadth of the business with decades of experience between them.

We express our thanks and gratitude to each and every one of our expert judges for taking the time to pick the winners for 2020 and their insight.



Emily Dubs
Head of Technology
DVB Project Office



Will Ennett
Head of TV Content
Talk Talk



Steven C. Hawley
Principal Analyst & Consultant
Advanced Media Strategies
LLC



Matthew Huntington
Director of Product
Arqiva



David Price
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Experiences
Sky



Dan Simmons
Research Director,
Media Delivery
Omdia



Matt Stagg
Director of Mobile Strategy
BT Sport



Yvonne Thomas
Strategic Technologist
DTG



Stuart Thomson
Editor
Digital TV Europe



Richard Waghorn
Chief Technology Officer
RTE

Technologies that change the way people use and view TV are immensely powerful tools for TV operators and content providers as well as for consumers themselves. The Advanced TV Innovation award will go to a technology or service that has delivered a new and better form of TV experience – whether by enabling viewers to view content in new ways, by overcoming a technical or commercial challenge in bringing new services to market or delivering a measurable improvement in the overall quality of a service.

THE NOMINEES

Viaccess-Orca for Viaccess-Orca Dynamic Watermarking

Irdeto for App Watch and App Watch Insights

VUU as for VUU

TIVo for TIVo Insight

Accedo for Accedo One

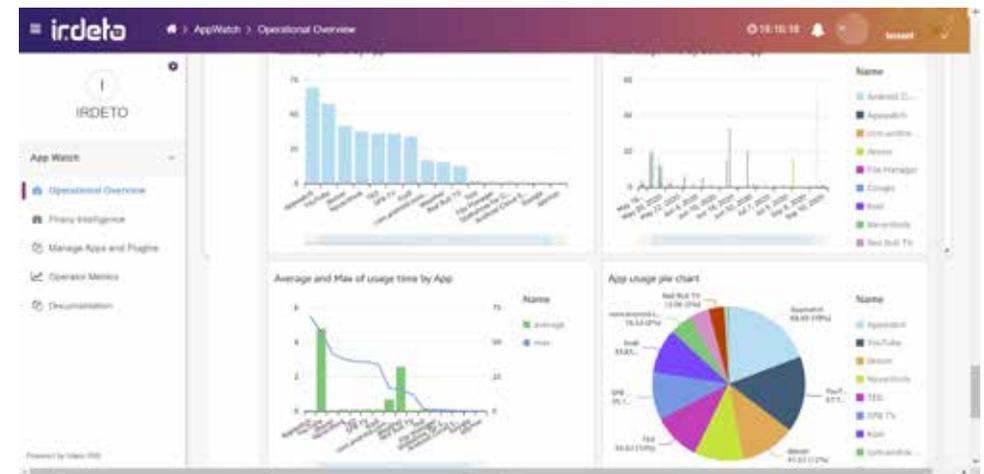
ACCESS Europe for ACCESS Twine™ for Car

THE WINNER

Irdeto for App Watch and App Watch Insights

While many pay TV operators are now looking towards Android TV as their platform of choice, the open nature of the platform makes it vulnerable to potentially malicious apps. Even legitimate apps can be misused to stream pirate content via plug-ins. App Watch from Irdeto was created to help operators address these risks and maintain control over apps on their customers' set-top boxes while also providing them with the tools to monitor and respond effectively to such risks.

“Solutions like this one are important for operators that need to protect the value and integrity of their consumer relationships.” Steven Hawley



Irdeto App Watch

VideoTech
INNOVATION
AWARDS 2020
Digital TV!

WINNER



Give operators insights into app usage and control over malicious apps to launch Android TV with confidence

irdeto

Building a Secure Future.™

www.irdeto.com

The introduction of cloud technology is transforming the ability of TV operators to launch new services quickly and make frequent changes to existing offerings to meet consumers' changing needs. This award will go to the year's most compelling new cloud service offering or service-enabling cloud technology it.

THE NOMINEES

Irdeto for Irdeto TraceMark for Distribution

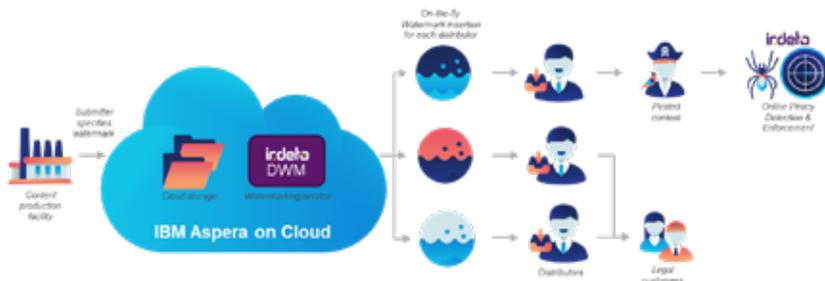
OWNZONES Entertainment Technologies for OWNZONES Connect™

Harmonic for VOS360 Live Streaming Platform

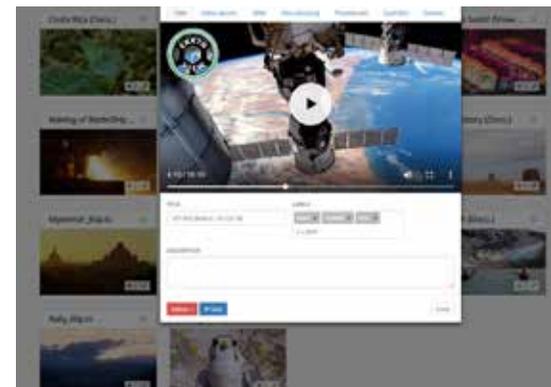
THE WINNERS

Irdeto for Irdeto TraceMark for Distribution

The need to protect valuable content is higher than ever. Launching the industry's first cloud-based managed watermarking service, Irdeto TraceMark for Distribution represents a groundbreaking step for the industry towards a centralised and consistent watermarking strategy that replaces the disparate and manual workflows of the past.



Harmonic for VOS360 Live Streaming Platform



As video content and service providers deliver more content to more viewers in different formats and on different devices, the requirement for an efficient media processing and delivery solution is even more critical. Harmonic's VOS 360 Live Streaming Platform sets the benchmark for efficiency and for delivering an exceptional-quality live and linear video streaming experience.



Staying in Control in an Increasingly Open World

WITH EVERY WISH COMES A CURSE

Pay TV operators have been adjusting their content strategy to respond to changing consumer needs and increased competition from over-the-top (OTT) video services. Their strategy has evolved from providing their own content (and often apps in a “walled garden”) to now integrating OTT video services into their offering. Many have been embracing open application platforms and integrating into a hybrid set top boxes (STBs) to offer consumers the widest range of video content from the convenience of one user interface and one remote control.

Open application platforms, while attractive to aggregate content apps and deliver choice consumers demand, raise a new set of risks for Pay TV operators due to their open nature. Android TV is increasingly the platform of choice for not only for hybrid STBs but also for pure OTT STBs. It provides a fast-track to play an aggregator role with attractive third-party content via its Google Play Store. The Google Play Store grows rapidly and already contains over 7,000+ apps for TV and despite Google’s security controls, Android TV-based STBs can be vulnerable to illegal and malicious apps. Moreover, legitimate apps can be misused to stream pirate content via plug-ins. Finally, government regulations around certain apps and instructions to remove or limit their ability to function are becoming increasingly more common.

STAY IN CONTROL

Irdeto has developed App Watch to help Pay TV operators address these potential risks and challenges by providing visibility and fine grained control over the superset of apps that have been loaded into the Operator Network. App Watch can monitor application penetration and usage, curtail illegal ones, and utilizes tools to effectively address unwelcome situations effectively with minimum impact to the rest of consumer base. This enables operators to minimize negative impacts to the consumer’s experience, reduce operational costs, and/or limit revenue leakage due to piracy.

AppWatch utilises a light software agent installed in each STB. The agent allows for anonymous monitoring of app usage and communicates securely with a dedicated cloud-based service. When problematic apps are detected on the box, the agent receives commands from the backend to perform one of several actions, as defined in the operator’s policies. The agent may block installation, isolate or remove the problematic app, or display a notification to the end user.

Irdeto has completed a Data Privacy Impact Assessment and can advise operator on correct handling for GDPR or similar privacy requirements.

A management dashboard is provided and is populated with the superset of consumer application activity. Basic data reporting, such as what apps the subscribers are using, date of discovery in the operator’s platform, the threat and level of piracy, and any new trending applications, is provided. A more sophisticated set of insights is provided with App Watch Insights. Artificial intelligence and machine learning are used to map common user journeys between different apps to identify patterns in consumer behavior as well as to identify patterns of events that may be causing a degradation in QoS. Consumer behavior insights will be valuable in developing marketing efforts around popular third-party apps or determining how a competitor’s app is performing as an example (if the app is accessible via the Play Store). Regularly appearing STB performance issues identified by App Watch can be fed back to the support team to simplify troubleshooting during calls with individual customers. Operators may even wish to include the insights in their comparative performance evaluation of different chipsets and OEMs in their STB population.

In the fight against piracy, App Watch, Irdeto’s blacklisted apps and add-ons service, and personalised targeted reports provide operators with a comprehensive and powerful data set. When combined with Irdeto’s anti-piracy services such as expert assessment of specific threats in the operator’s country, monitoring and detection of broadcast and online pirated content solutions, and investigation and enforcement on specific apps that are suspected of piracy, an operator is well equipped to combat video content pirates.

REMAIN VIGILANT, PLAY FAIRLY

The presence of an open app store on STBs brings many benefits, but also significant risk. App Watch allows Pay-TV operators to regain/keep control of their STB platforms to protect their subscribers and their business. But the threat of piracy, malicious software and apps is perpetual. It cannot be mitigated with a “once and you’re done” test, but only with constant vigilance and targeted action. Operators must also take care to act fairly, and in the spirit of openness that underpins the Android TV platform.

Irdeto’s expertise bridges the gap between Silicon Valley and the pay TV industry. Our advice and guidance help operators to use the power of App Watch wisely, to meet operator business needs without straying into restrictive territory that could damage their relationship with subscribers or breach their Google licensing agreements. Irdeto is ready to support operators as they adapt to this new environment, helping them to protect their business, and their subscribers from harm.

With linear TV viewing facing a long-term decline, the lifeblood of free TV – advertising – is under threat. But broadcasters and brands are working hard to experiment with and deploy targeting, personalisation, branded content and interactive campaigns. The Next Gen Advertising Award goes to the most outstanding advertising or marketing innovation that is helping to reinvent advertising for the digital age.

THE NOMINEES

Adways and Sublime for InVideo advertising

Viaccess-Orca for Viaccess-Orca's Targeted TV Advertising Solution

MediaKind for PRISMA

Samsung Ads Europe for Samsung Ads

Synamedia for Synamedia Iris

Streamhub for Activate

United Cloud for VIDA

THE WINNER

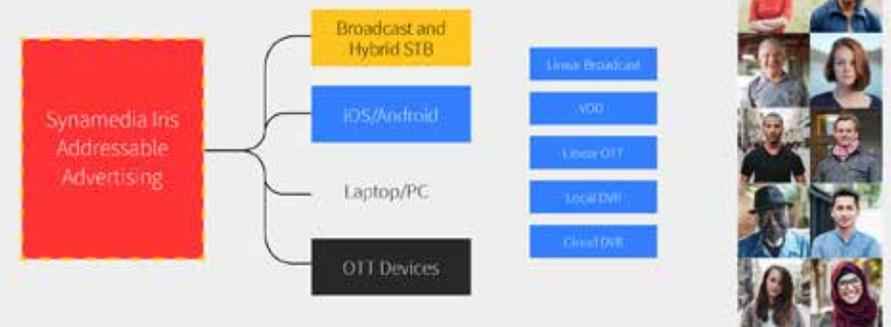
Synamedia for Synamedia Iris

Synamedia Iris is the industry's first unified, end-to-end addressable advertising solution with broadcast at its heart. Combining the brand-building power of TV with the data-driven precision of digital, Iris helps pay-TV/OTT operators and broadcasters unlock new revenue opportunities quickly. Iris provides customers with a single environment for managing, delivering and measuring advertising consistently to multiple screens and devices while overcoming one-way and hybrid broadcast/OTT challenges and simplifying execution.

“Broadcast advertising has declined for all major players in 2020, and this solution provides an opportunity to rebuild some of those revenues.” Paul Robinson



Advertising. Driven by Insight.



The continued growth of viewing on mobile phones along with the massive explosion in streaming media devices and the aggregation of streaming services by TV platform operators means that much of our viewing is increasingly app-based. The TV App Technology of the Year award pays tribute to the most innovative, intuitive and compelling video app or an innovative technology or platform that is dedicated to enabling app-based viewing experiences on the TV and other devices.

THE NOMINEES

Better Software Group for THE BETTER™

United Cloud for EON

TiVo for TiVo Stream 4K

Digital Entertainment Club DECTV.TV for DECTV.TV

THE WINNERS

Better Software Group for THE BETTER™



THE BETTER™ is a software suite to manage TV & video applications and deliver multimedia content across devices. It helps create and manage multiple screens of TV/VOD applications without unnecessary coding and integration. THE BETTER™ is designed to provide the tools necessary to design and implement changes in the appearance of client applications. It is possible to control changes that lead to an improved consumer experience.

TiVo for TiVo Stream 4K



TiVo's first attempt at creating a low-cost streaming device to rival the likes of the Amazon Fire TV Stick, the TiVo Stream 4K launched in North America in May and became the company's fastest-ever selling hardware product. Combining over 20 years of expertise in user-experience design with a modern focus on OTT consumption, TiVo Stream 4K promises to end the constant hunt for content with its 'find, watch and enjoy' motto.

The cloud, CDNs, IP, adaptive bit-rate encoding, the UX, live-streaming, TV Everywhere. The technological complexity of delivering a compelling, secure, high-value OTT TV service can be overwhelming. This award recognises a technology or technical innovation that has helped solve some of the key problems associated with OTT delivery or has made a great experience even more attractive to consumers.

THE NOMINEES

SoftAtHome for Multicast ABR by SoftAtHome

OWNZONES Entertainment Technologies for OWNZONES Discover

Harmonic for VOS360 Live Streaming Platform

Broadpeak for S4Streaming

Accedo for Accedo One

Wildmoka for Auto ReZone™

Limelight Networks for Realtime Streaming

THE WINNER

Harmonic for VOS360 Live Streaming Platform

Harmonic's VOS360 Live Streaming Platform offers a complete, fully managed solution for live and linear video streaming that delivers exceptional video quality for OTT services. The platform simplifies all stages of media processing and delivery, including live and file-based transcoding, packaging and origin, and dynamic real-time CDN selection. Running on the public cloud, VOS360 Live Streaming Platform makes OTT video streaming simpler, faster and smarter.

“Harmonic’s VOS360 stands out as a versatile solution enabling reliable live streaming at scale.” Richard Waghorn



With content now coming from multiple sources, intuitive and appealing tools to navigate and discover it are increasingly at a premium – to broadcasters and service providers seeking to differentiate their offerings and promote content, and to consumers in need of help to navigate a bewildering array of choices. The UX Award goes to the most compelling innovation in the TV user experience of the past year.

THE NOMINEES

Zappware N.V. for A1 XploreTV deployed by Zappware for A1 Group

United Cloud for EON

Vionlabs for Personal Mood Channels - powered by Vionlabs emotional data framework

TiVo for TiVo Stream 4K

THE WINNER

Vionlabs for Personal Mood Channels -
powered by Vionlabs emotional data framework

Launched in August 2020, The Vionlabs Personal Mood Channels maximises the time viewers spend viewing content by minimising the time they spend searching for it. It empowers content curators and distributors to ensure viewers can enjoy the full potential of their video libraries by making the most appropriate content available to consumers at the right time. Combining the best of lean-back linear TV with the personalisation of OTT, consumers are met with a hyper-personalised playlist that behaves and feels like a channel.

“Vionlabs have a proven record of enhancing recommendations that adapt over 24 hours which in turn enhance overall user experience.” David Price



VIONLABS

“Differentiation doesn’t come by launching the perfect content lane, it’s about rethinking the UX to make sure your service sticks out from the crowd and becomes the “go-to” service.”

Marcus Bergström
CEO, VIONLABS





Marcus Bergström, CEO of Vionlabs, talks about how the user experience is key to service providers and the ways they can differentiate themselves from the pack by creating personalised recommendations that move beyond simple metadata

As content and app line-ups converge, what do service providers need to do to differentiate their service through the user experience?

High-quality programming alone is not enough to keep consumers subscribed to a video streaming service. The reality is that today's audiences are overwhelmed with an abundance of content and it's often incredibly difficult for them to find what they want to watch. Forward-thinking service providers understand that in order to stand out from the crowd, they need to evolve the user experience, not just launch different versions of a Netflix-UI. Users today are tired of scrolling through an endless list of content lanes. Differentiation doesn't come by launching the perfect content lane, it's about rethinking the UX to make sure your service sticks out from the crowd and becomes the "go-to" service. Examples of this can be personalised channels that's tailored to your consumption behavior at that time and day, mood channels curated based on emotional understanding of content etc.

How important is personalisation of the experience and what needs to be put in place to deliver truly compelling personalisation?

Personalisation is an incredibly important part of the user experience. The video streaming market is reaching a point of saturation and the services that offer greater personalisation are the ones that will ensure their longevity. If you look at music streaming services, like Spotify, the reason they are so popular is because they curate individual recommendations and playlists for each user. Video streaming services are yet to offer that level of nuance, which is why viewers are spending almost an hour a day searching for content.

The reason why audiences spend so much time searching for something to watch is because many streaming services are using content discovery systems which often provide simplistic and inaccurate recommendations. These content discovery systems rely on metadata, which broadly labels content based on data points such as genre, the actors starring in it, or best-case scenario: a few manually created keywords.

In order to take personalisation to the next level, streaming providers need to harness AI and machine learning technologies to analyse the audio and video file itself and gain a deep understanding of the content in a scalable way. Content analysis based on AI and machine learning can have different neural networks identify patterns in color, audio, pace, stress levels, positive/negative emotions, camera movements and many other characteristics. By doing this you can extract unique data points related to moods/emotions for every asset inside of your library – no more coverage problems. This data will then unlock a range of unique use-cases that will make your streaming service stand out.

Can personalisation be extended to tailoring a service based on an individual's mood and other variables and what kind of metadata is required to deliver this kind of personalisation?

The type of content we watch often reflects how we feel in that particular moment. If you've had a long, stressful day at work you're more likely to want to watch a light-hearted sitcom than a tense, fast-paced thriller. Therefore, it makes sense for streaming providers to group content by mood. It's actually the emotional data of the content coming from the audio/video file itself which helps identify the mood of a film or TV show and which channels it belongs to.

How can this metadata be generated efficiently and what role can AI play?

Imagine 1000s of human beings watching every asset inside of your library at the same time, and then having each one giving you an extremely detailed and accurate analysis of that asset plus comparing this analysis with the same analysis done for all other assets, that's the power of AI. This allows us to automatically generate mood labels, mood timeseries and mood values for every asset inside of a library.

VIDEO TECHNOLOGIST OF THE YEAR

Innovation in technology and services can't happen without the involvement of highly talented staff and managers. This award goes to an individual who has made an outstanding contribution to video delivery technology.

THE WINNER

Jacques Le Mancq, Broadpeak



Jacques Le Mancq has been a pioneer of QoE and efficient video delivery over his 20+ year career, and is the co-inventor of several patented and Emmy-Award-winning technologies.

From the start of his career, Jacques was at the forefront of technology innovation as a key developer of MPEG-2 protocol testing and monitoring solutions that received two Emmy Awards in 1999 and 2007.

However, it is arguable that Jacques came into his own in 2010 when he had the vision to resolve scalability and superior QoE challenges as a co-founder of Broadpeak.

The following year, Jacques was part of a team of engineers at Broadpeak that was awarded a patent for its game-changing multicast adaptive bitrate (ABR) technology, which is now widely

recognized and used across the industry. Thanks to this innovation, operators can serve millions of simultaneous viewers using only a few Mbps from the operator network.

The company has also continued to grow both in terms of technical innovation and scale of business, expanding from its six founders in 2010 to 170 employees and more than 100 customers in 2020. Over the last three years, the company has seen an increase in revenue of 45% per year on average.

This significant growth can be attributed to Jacques's strategic vision, passion for technology, and commitment to resolving key challenges facing content providers and pay TV operators, including the trust of StarHub, Orange, Megacable, Deutsche Telecom, and HBO.

Some video services immediately stand out and set the standard for others to follow. The Advanced TV Service of the Year award will be presented to a video service provider that has truly delivered something new and compelling to the market that meets the needs of consumers through genuine innovation.

THE NOMINEES

SoftAtHome for Full RDK-V Based solution with SoftAtHome

Netgem UK Ltd for Origin TV - allowing ISPs to have their cake and eat it on branded TV services

Zappware N.V. for A1 XploreTV deployed by Zappware

United Cloud for EON

THE WINNER

Zappware N.V. for A1 XploreTV deployed by Zappware

Deploying a single user experience across multiple operators in different countries as a part of one group represents a series of challenges between managing the expectations of users and the business. Launching in Bulgaria, Austria, Slovenia and Croatia, Zappware's end-to-end multiscreen video solution for A1 Group balances both requirements by creating an agile and dynamic product. Launching the same user experience every 2-3 months in an extra country is a unique undertaking and one which Zappware has managed deftly.

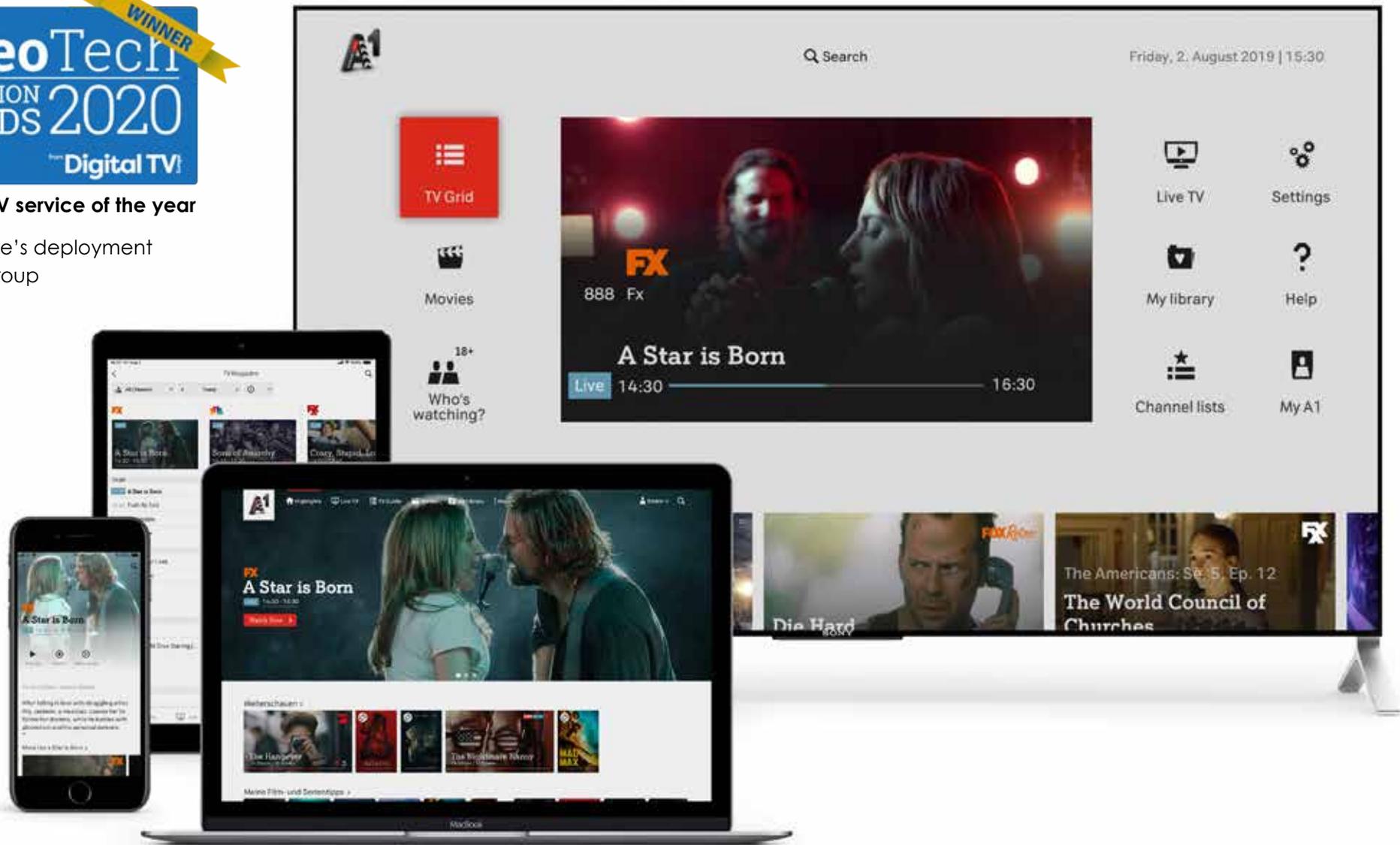
“The ability to allow A1 to maintain a consistent user experience and service across territories while still providing for in-country flavours was impressive.” Matt Stagg





Advanced TV service of the year

For Zappware's deployment
across A1 Group



Scan code
and discover
why we won
this award





Patrick Vos, CEO of Zappware, talks to DTVE about the importance of UX and the company's deployment with Austrian A1 Group.

Looking at your deployment with A1 Group, what are the challenges multinational TV operators face in delivering a consistent UX to subsidiaries in multiple territories?

A1 Group had a clear "One Company – One Brand"-strategy. This is now reflected in a single-user experience across the A1 countries across Central and Eastern Europe. A1 XploreTV is the brand name chosen for the new video service.

All the in-country flavours had to be taken into account. We had to cover cable and IPTV networks, a variety of content rights, the respective third-party content partnerships like Amazon Prime Video, YouTube, as well as integrate with legacy platforms.

How much variation is required to localise the experience, for operators with very different cultures, consumer expectations, network architectures and so on?

A1 XploreTV users expect an outstanding personalised experience on all devices such as set top boxes, mobile devices, web and via Google Chromecast. For the end-users, the experience should be consistent and the complexity to achieve that should be hidden.

Finding the right balance was key in defining which aspects are common, which aspects are configurable, while keeping the consistency technically and in terms of UX.

Teaming-up with relevant A1 Group stakeholders in an agile way was the key success factor to capture the different requests and to be able to converge towards one UX that is really differentiating and configurable in terms of in-country flavours. Zappware relies on 20 years of expertise to hide the technical challenges.

How far can and should the UX be personalised and which features make for compelling personalisation?

What is really key in the Zappware user interface is the welcome screen. This 'home' screen is where end-users are starting their video experience. Every time they get a natural blend of relevant content suggestions and easy access to search and explore. This is why I really like the brand name A1 XploreTV – it really reflects the aim of our end-to-end solution.

Zappware's component to achieve that is the Marketing Console. This back-office tool is an easy tool for marketing and content teams to configure the UI and to configure how the seamless mix of editorially pushed content should appear with content generated from the recommendation engine. The recommendation engine we integrated in this case is the solution from XRoadMedia.

For the end-user, all the relevant content items as well as third-party content are one click away.

Clearly there are benefits to content discovery for the user, but what can personalisation do for the service provider?

If you stay relevant for the end-user then you've achieved a key step in the battle for HDMI1. We clearly see a new wave in the industry: a tendency to re-bundle. After the direct to consumer (D2C) initiatives from content providers to offer their subscriptions directly to viewers, we now see telecom operators bundling all relevant third-party content with their own content and features.

Can the UX deliver additional revenue to operators as well as help retain customers?

Besides bundling the right personalised content packages, the service providers can also provide personalised up-sell triggers to increase the average revenue per household and increase loyalty. Configuring where in the UI and to which target audience the up-sell banner is pushed, is also done via the Marketing Console.

Finally, the UX is about convenience and making sure the end-to-end performance is guaranteed at all times. Therefore, the Zappware Analytics Platform is put in place to monitor in real time the end to end performance of all components of the video ecosystem.

The UX is much more than the UI.

 Watch the full video interview [here](#)

Live-streaming of big-ticket sports fixtures and concerts as well as smaller-scale live events is now big business. Content rights-holders are increasingly looking to deliver broadcast-quality live experiences over IP to smartphones, tablets, PCs and internet-connected TVs, but there are challenges. This award honours an initiative that breaks new ground in bringing live-streaming to a new generation of video consumers.

THE NOMINEES

G-Core Labs S.A. for G-Core Labs Streaming Platform

Synamedia for Synamedia low latency solution with fast channel changing

Touchstream for VirtualNOC

Verizon Media for Verizon Media Platform for the Super Bowl LIV 2020

Wildmoka for Auto ReZone™

Zoan Oy for Burst Live by Zoan: JVG Live Virtual Concert in Helsinki's Digital Twin with Avatar Interaction during the Pandemic

THE WINNER

Synamedia for Synamedia low latency solution with fast channel changing

Latency for channel switching has re-emerged as a concern in the streaming age. Synamedia, via its low latency solution with fast channel changing, has achieved latency faster than broadcast-equivalent. By implementing low latency solutions for Apple HLS (HTTP Live Streaming) and DASH, latency has been reduced dramatically. Compared to typical OTT channel switching times of up to two seconds, Synamedia has achieved channel changing times of sub-100ms.

“Fast channel change functionality (HESP) gives Synamedia the edge.” Steven Hawley

Show DASH and LL HLS next to Standard latency video, compared to broadcast



THE SUSTAINABILITY AWARD

This award salutes a company or organisation that has gone above and beyond when it comes to improving the video distribution industry's environmental impact on the world. From innovative solutions across the video processing and delivery chain to cutting back on your carbon use in the office, DTVE wants to draw attention to the sterling efforts being made to build video services in a sustainable way.

THE NOMINEES

Irdeto for Sustainability

Liberty Global for Mini TV Box

Rohde & Schwarz for Transmitter products, especially associated with the US REPACK initiative

Newstag for Infinite Heart

Blackbird for green technology

THE WINNER

Liberty Global for Mini TV Box

Liberty Global has this summer introduced its greenest-ever set top box, delivering an uncompromised viewing experience while dramatically reducing energy consumption and the use of plastics. Designed in-house by engineers at Liberty Global and manufactured by Commscope, the 4K Mini TV Box combines a high-quality customer experience and rich choice of content with extremely low power consumption and a casing that's partially made from recycled plastic. It first launched for UPC Poland customers with plans for a wider rollout in the coming months.

“The 4K Mini TV box comes with a significant reduction in energy consumption, uses environmentally sound packaging and reuses plastics.” David Price



This newly created category highlights an individual or company that has shown an outstanding ability to succeed despite the challenges thrown up by the Covid-19 crisis. Whether using ingenious methods to meet the needs of new and existing subscribers, embracing new tech to deploy or upgrade video delivery infrastructure or introducing new workflows to ensure the well-being of their staff, this award honours those whose perseverance can serve as an inspiration for the industry.

THE NOMINEES

SmartLabs for SmartCARE

MediaKind for MediaKind and Partners Deliver the Virtual Chattanooga Film Festival

ITN Productions for Royal Documentaries

Netgem UK Ltd for "Safe at Home" avenue on Netgem TV: Keeping Britain entertained during the Covid-19 lockdown

Axonista for Fashion Relief TV (powered by Ediflo)

THE WINNER

ITN Productions for Royal Documentaries

In the face of the Covid-19 pandemic, ITN Productions needed to work at full capacity while ensuring a safe environment for employees that adhered to government guidance – all while the end-product appeared to be made outside of lockdown. ITN Productions switched to an entirely remote operation for the Royal documentaries, with more than 70 editors and producers making and delivering programmes in their own homes. The solution also proved to be cost effective, highly efficient and hugely successful with audiences.

"This is just innovation in every way. It is great to see teams overcome such significant challenges and deliver real and tangible benefit and entertainment to viewers in those difficult months." Will Ennett



The application of Artificial Intelligence and Machine Learning to video distribution is still in its infancy, but promises to transform the business in multiple ways. This award will honour the most innovative use of AI or ML in the context of video distribution over the course of the year.

THE NOMINEES

- MediaKind for Machine Learning for Advanced Up-Conversion of Library Content
- OWNZONES Entertainment Technologies for OWNZONES' Deep Analysis
- Interra Systems, Inc. for BATON® Captions
- NAGRA for NAGRA Insight
- Wildmoka for Auto ReZone™

THE WINNER

NAGRA for NAGRA Insight

Since its inception, NAGRA Insight has helped some of its biggest customers identify trends and save tens of millions of dollars by enabling better allocation of marketing campaign budgets, optimisation of call center routing and personalisation of pricing decisions and package offering. NAGRA Insight helps service providers analyse key customer behavior and improve revenue and cost drivers across four areas: subscriber value, content management, operational efficiency, and advertising effectiveness.

“NAGRA’s Insight platform can be deeply integrated in the operational process. It is very important to deeply understand consumer behaviour to deliver the right service as personalisation is getting more important.” Yvonne Thomas



In an increasingly competitive world, TV operators are adopting a mix of technologies to provide compelling services to end users, including using OTT TV technology to supplement broadcast delivery and delivering services over a variety of types of network. This award will recognise the most innovative hybrid video distribution initiative or technology of the past year.

THE NOMINEES

Harmonic for VOS360 Channel Origination & Distribution Platform

Verimatrix for VCAS 5 for DVB

EasyBroadcast for EasyBroadcast Viewer-Assisted Delivery Technology

THE WINNER

Harmonic for VOS360 Channel Origination & Distribution Platform

Harmonic's VOS360 Channel Origination & Distribution Platform is a fully managed solution that runs on the public cloud, speeding up the creation of linear channels, live events and streams, direct to consumers or syndication partners. Using the VOS360 platform, operators have creative control over sources, assets, schedules, monitoring and metrics, with real-time agility. In addition, Harmonic's 24/7 DevOps team ensures that availability and reliability is always at hand.

“VOS360 supports the growing need to deliver channels for both OTT and broadcast.” Matthew Huntington



Pay TV operators are upping their game to meet the challenges of the video everywhere age. This award will recognise a particularly ground-breaking offering, marketing initiative or service-enabling technology that has met with a positive market response in the last year.

THE NOMINEES

United Cloud for EON

Vewd Software and Edge Networks for Evoca

HOT for STB Survey Application

VIVACOM (Bulgarian Telecommunications Company EAD) for Implementation of HEVC codec in a brownfield IPTV platform

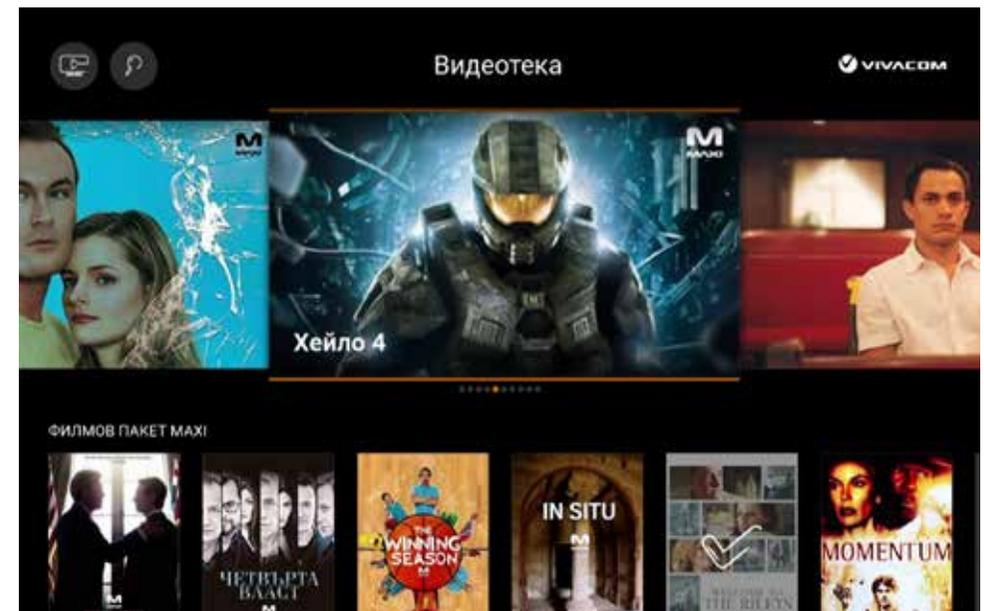
Netgem UK Ltd for Smart Conversations: personalised messaging to customers enabled for Internet Providers through the Netgem TV interface

THE WINNER

VIVACOM (Bulgarian Telecommunications Company EAD) for Implementation of HEVC codec in a brownfield IPTV platform

VIVACOM experienced significantly increased IPTV unicast traffic during the early months of the Covid-19 pandemic and responded by implementing HEVC to 40% of its existing subscribers overnight – despite the fact that 60% of the STBs were not supporting the codec. This instantly resulted in huge reduction of the IPTV unicast traffic, and allowed VIVACOM to free up network and CDN resources. VIVACOM's implementation of HEVC uses 45% less bandwidth for HD-encoded channels and 40% less for SD.

“VIVACOM’s approach and ‘just do it’ mentality is brilliant and delivered the best possible and sustainable solution in the entire ecosystem.” Yvonne Thomas



LIFETIME ACHIEVEMENT AWARD

Success is hard-won in the TV world. Repeated success is even harder. The Lifetime Achievement Award recognises an individual who has achieved the rare distinction of delivering, inspiring or executing innovation time and again over the course of their career.

THE WINNER

Steve Oetegenn, Verimatrix



Over the course of more than 15 years, Steve Oetegenn has driven and defined innumerable go-to-market plans and sales strategies for Verimatrix, and has helped to shape how the industry views security. Steve joined Verimatrix in 2004 as the Senior Vice President of Global Operations, running the sales business out of his own basement. In 2005, he was named Executive Vice President of Global Sales and became Chief Sales and Marketing Officer in 2008.

Establishing a reputation of going against the grain, Steve's career with Verimatrix has been defined by two important innovative turning points. This began with his ability to convince the telecommunications industry of Verimatrix's cutting-edge content security technology with an approach that ran contrary to the industry-wide fearmongering based on the supposed need for smart cards.

With telcos increasingly moving into the world of television, Steve was an early advocate for innovative types of security solutions that would allow for more efficient access control and monitoring of security breaches at the chip-set level without the need for smart cards.

Following this, Steve quickly developed relationships with content providers in Hollywood and helped to establish Verimatrix as a major player in forensic watermarking – an increasingly vital aspect of security.

Thanks to Steve, Verimatrix has skyrocketed from two customers to more than 1,000. Streaming platforms worldwide owe their protected security posture to the due diligence executed under Steve Oetegenn's leadership over the decades.



Powering the Modern Connected World with Security Made for People

There's never been a better time to protect your digital content, applications and devices with intuitive, people-centered and frictionless security from Verimatrix.

verimatrix.com



CONGRATULATIONS TO

**Steve
Oetegenn**

President of Verimatrix

As the recipient of the 2020
Lifetime Achievement Award

"This award isn't just about one person's achievement; it's about teamwork, perseverance and what I call the Verimatrix 'can do' attitude. Thank you for this recognition."



Martin Bergenwall, Senior Vice President at Verimatrix talks to DTVE about the changing face of piracy in the age of streaming and what is being done to protect content.

What are the most important ways in which the security threat to content service providers has changed over the last couple of years and 2020 in particular?

In the past, the threat on content piracy was more about somebody making a copy of a movie and then redistributing that copy. That threat still exists, but with the emergence of streaming we are seeing new threats in the form of re-streaming – largely being done with commercial intent. We have seen pirates that offer a lot of re-streaming of events where they use web ads to actually make money on those streams.

What are the main innovations in the way you see content being secured and helping to meet the challenges that have arisen from new forms of piracy?

As a long term trend we have seen our customers moving more and more to the cloud. This really accelerated this year. Now, the value of having somebody else to take care of everything 24/7 and not having to run your own data centre has become more important. If I were to highlight one thing it would be the accelerated trend to move towards cloud and SaaS-based business.

What role can the cloud play in helping content service providers better secure their assets and revenues?

Security is a dynamic space – you get new attacks and new types of piracy. And if you host everything on-premises there is a lot of work to make sure that your servers are up to date with the latest patches, that you are filtering IP traffic and that you are monitoring for DDOS attacks. If you get that as a cloud service and let someone else do that 24/7 on your behalf, you have to worry less about all the things that are changing. Security is a process that needs to be done every day and kept up to date.

What impact has the growth of live streaming of premium events and premium VOD services had on the piracy threat and the technologies used to combat it?

The shift of movies going from cinemas to home streaming and the increasing value of live sports has seen a significant increase to demand for watermarking. Normally we talk to about 10 companies at any given time about watermarking opportunities, but right now we are talking to 50-60. There's a big change that has happened in the level of interest in watermarking as a means to secure live events and premium VOD.

What security innovations are coming up that can help address the growth in the number of devices that can be used to consume video?

It is a challenge from the security perspective because you get more end-points that may provide a leak for the content, and as such we have seen an increased demand for application protection on the end devices. That is really driven by the content being consumed on not just a TV connected to a set top box, but on smart TV apps, on tablets and on mobile devices. That has driven demand to provide more protection for those. And this is not just DRM – DRM is really important for protection, but you need more than DRM to fully protect an app. App shielding technology can protect the apps and make sure that they are not modified or running on a rooted phone, and check for things that would indicate that the user is trying to pirate the video.

 Watch the full video interview [here](#)

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