DiSA

Smart TV & Web TV

- **Multi platform file transcoding & delivery**
- **Platform specific metadata export**
- **Profile adapted channel branding**
- **Adressable TV via HbbTV signaling**

Turnkey Concept

Besides standard linear distribution paths, nowadays reception and demand of alternate distribution paths like Online Interactive Media, On-Demand streaming, Over-the-Top content and Web TV have increased rapidly.

This allows the content distributor to be received anywhere and by any communication device. HbbTV®, Smart TV and Internet TV are essential for a distribution across all age groups.

This distribution must be accomplished simple, automated and particularly economic. We have undertaken that task and open the door to the hybrid world with our Turnkey Concept.

HbbTV® Entrance

All DiSA Playout Servers with DVB interface provide the option to signalize Internet only services in the digital Transport Stream (MPEG-TS).

These can be retrieved and displayed by Connected TVs or set-top boxes. The transmission of applications, application data (images, text, HTML code) over DSM-CC object Carrousel is planned.

Red Button

DiSA currently supports two modes of operation. The first mode is permanently transmitting one static URL. The second mode is transmitting streaming events based on trigger points stored in the DiSA MAM. In both cases the Red Button appears in the Connected TV or set-top box as an entrance into the online world.

The HbbTV® service is also available as an HMS Managed Service product.

Web-TV & IPTV

With the Direct-2-IP interface the DiSA playout server turns to a streaming engine.

This way, the signal can directly be provided to Web-TV platforms and IPTV service providers.

The Direct-to-DVB interface can generate multiple resolutions and bitrates in parallel.

DiSA Web TV and IPTV services are also available as an HMS Managed Service product.

On-demand Media

The DiSA Broadcast Suite provides unique opportunities for convenient and automated placement of your content to non-linear platforms like YouTube or social networks.

With the DiSA Transcoder the desired content is automatically converted to the destination format. Multiple program elements can be concatenated to one file and you can add channel brandings.

The transcoded files are uploaded to the platform fully automated.

Metadata with descriptions can be exported platform specific from our Media Asset Management.

DiSA On-Demand Media Access is also available as an HMS Managed Service product.

Smart TV

No matter if Philips, Samsung, Panasonic or others. The availability of content for end customers is the main objective. In contrast to HbbTV®, the content is retrieved by device-specific app platforms.

We accompany your Smart TV appearance and process the content accordingly. In cooperation with leading platform/app providers we can automatically upload your content including metadata without any necessary manual interaction.

Key Features

- Multi-platform file transcoding
- Transcoder profile management
- Individual profile adapted channel branding
- Cut list processing
- Integrated upload process (multi-platform delivery)
- Automated and platform specific metadata export
- HbbTV® URL transmission and/or streaming event signaling