



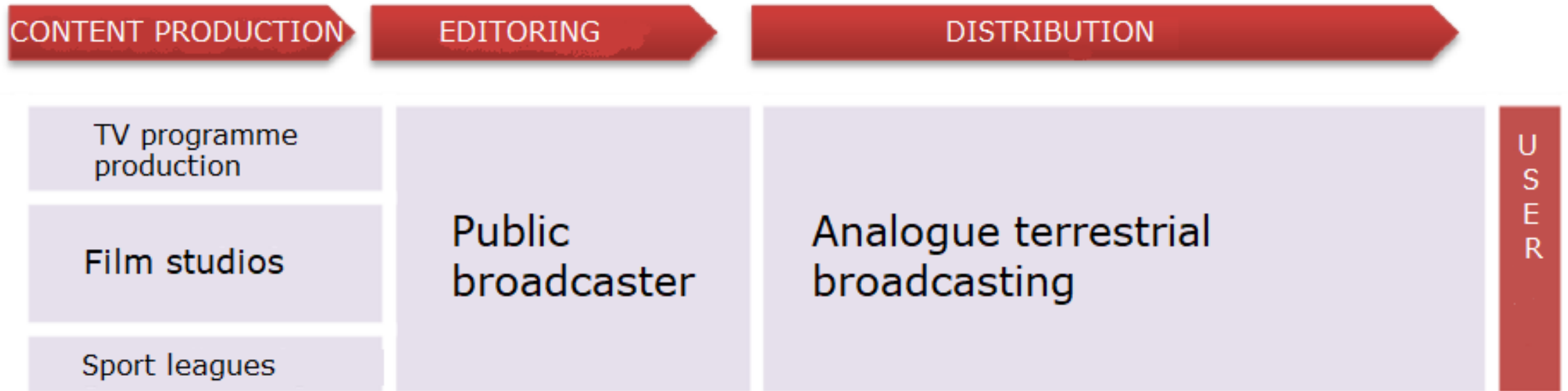
Altering media system

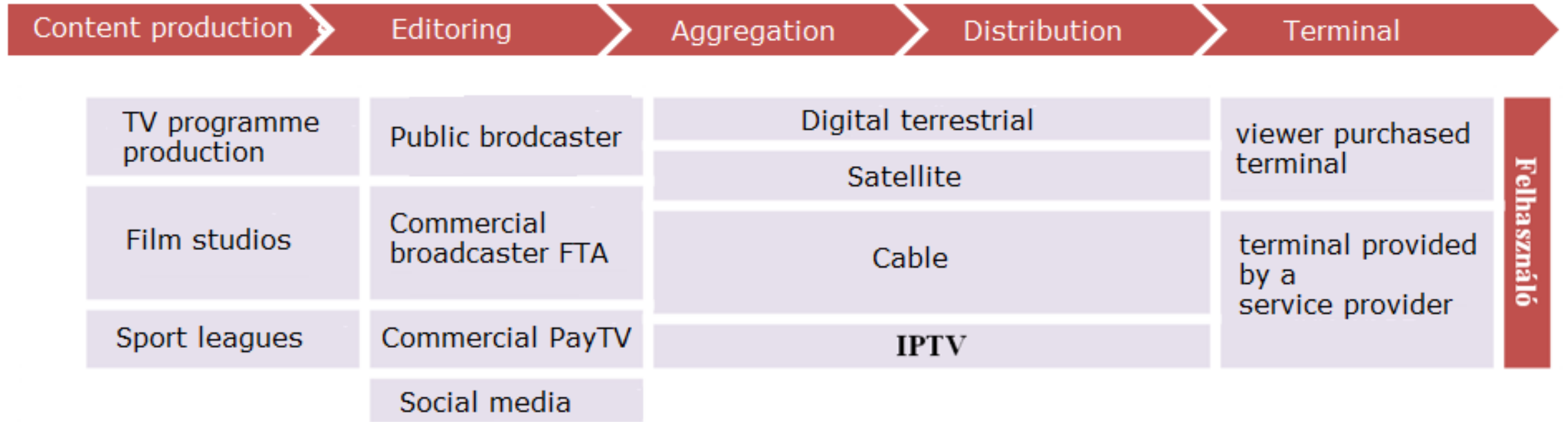
Péter Vári PhD.

New Delhi, 10. October 2019.

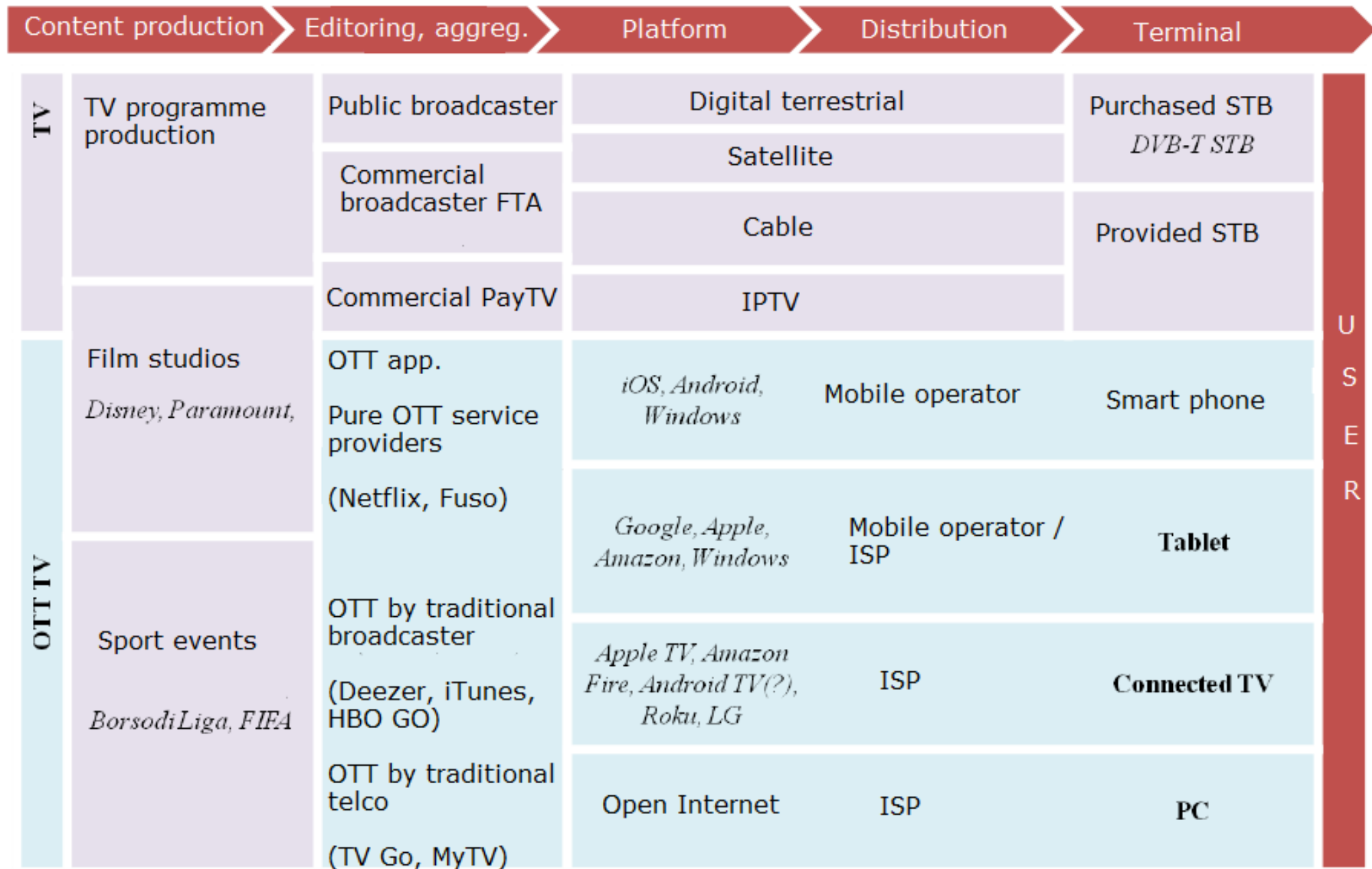
- ensuring a legal guarantee that no one can abuse the power of the media (eg. media concentration regulation),
- ensuring the content of general interest must be conveyed to the viewer (eg. must-carry regulation)
- providing diverse information

The influencing power increases in direct proportion to the audience.





The consumers have access to hundreds of media services, over the range of the average viewer. The focus on scarcity of resources and transmission capacity has slowly shifted to a new bottleneck, namely the scarcity of viewer attention.



- **Instead of old model (walled garden) - new open model**

The broadcaster exercised control over which media service it allowed access to its network and transmitted the signal to the end user on a closed, managed network in the past.

- **Mobility, flexibility is a basic requirement of the latest infocommunication technologies.**
- **We can access the content from any device, anywhere, anytime, as long as we have an appropriate internet connection.**

Substitution and complementarity may also vary from region to region, as the content available on each platform and the different demands on the demand side differ regionally.

The so-called bundled services, as a subscriber is less likely to terminate a pay-TV service if his contractual relationship with a traditional broadcaster extends to telephone, internet (or possibly mobile) services.

Finally, the "average consumer" has traditionally found it difficult to switch to new technology or the service of a new entrant, giving up the "known" old, known provider, technology.

When can an OTT Service Provider be Successful?

OTT providers can be most successful when the following factors are combined:

- availability of high quality broadband network, high broadband penetration in the region;**
- multi-device OTT service (multi screen);**
- low per-case (TVoD) or daily / monthly subscription (SVoD) instead of long-term loyalty contracts;**
- wide access, easy to use;**
- effective marketing so that users are willing to pay for the service;**
- production of own content, premium or niche content;**
- availability of local content due to language problems.**

Launched by Hungarian Commercial Broadcaster



Keresés

RTL MOST!

KEDVENCEIM

- Showműsorok
- Sorozatok
- Hírműsorok
- Humor
- Gasztro
- Magazinok



REGISZTRÁLJ, HOGY HOZZÁFÉRJ AZ ÚJ RTL MOST! FUNKCIÓKHOZ - MINT PÉLDÁUL A "KEDVENCEK".

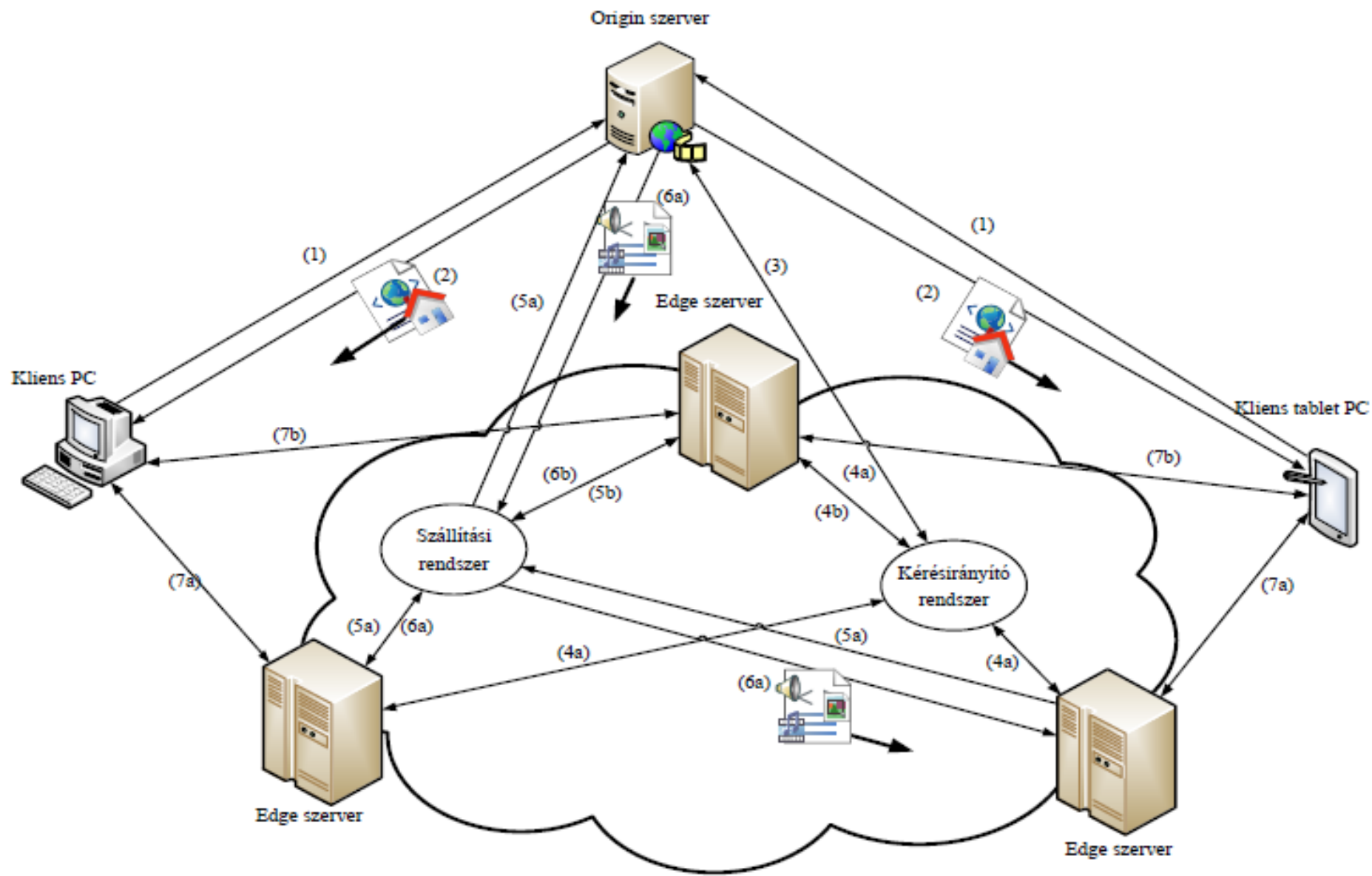
Egy kattintásra vagy a kedvenceidtól, és további több ezer órányi műsortól amiket szeretsz.

[Regisztráció](#)

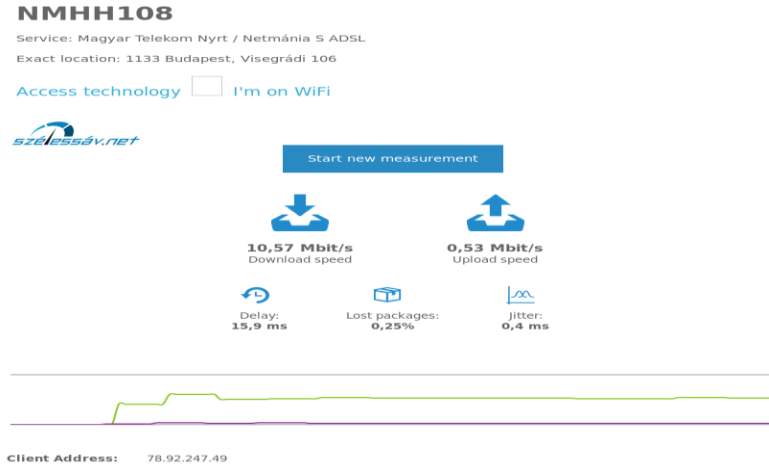
Launched by Hungarian Broadcaster Service Provider



CDN architecture of the Hungarian examples



Software download-, upload speed, latency, packet loss, jitter 123.000 results per month



Hardware tools: speed, latency packet loss, jitter and net. neutrality (port scan)

Mobile net neutrality

Mobile neutrality

Set measurement parameters

Applications or ports: Facebook (application)

Initiator page settings

Provider: Telenor Magyarország Zrt.

Service: Hipernet Active LTE

From: Budapest

Host settings

Provider: Facebook

Service: Facebook

Query date: 2019-04-01

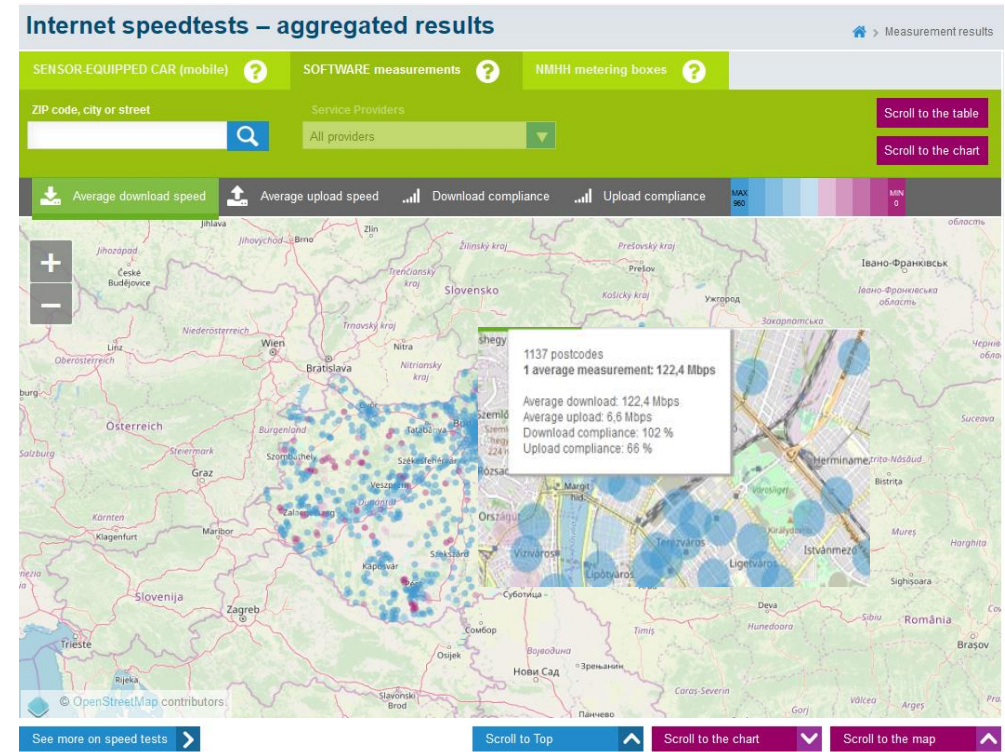
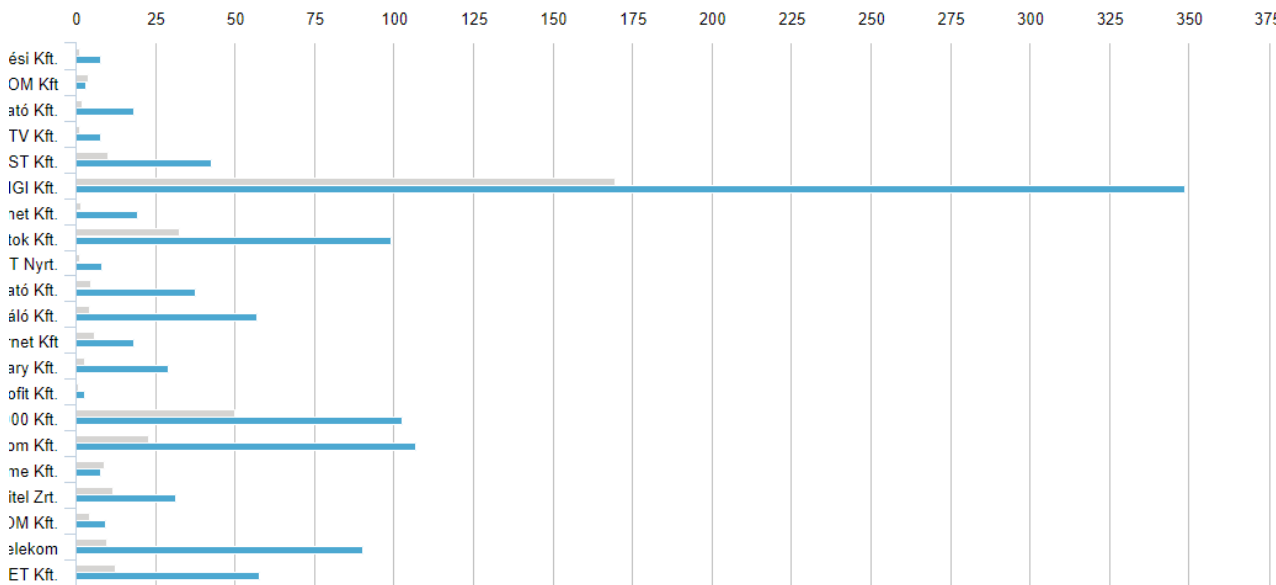
Application	Status
Facebook	3

Status	
1	Does not work
2	Works in part
3	Works well



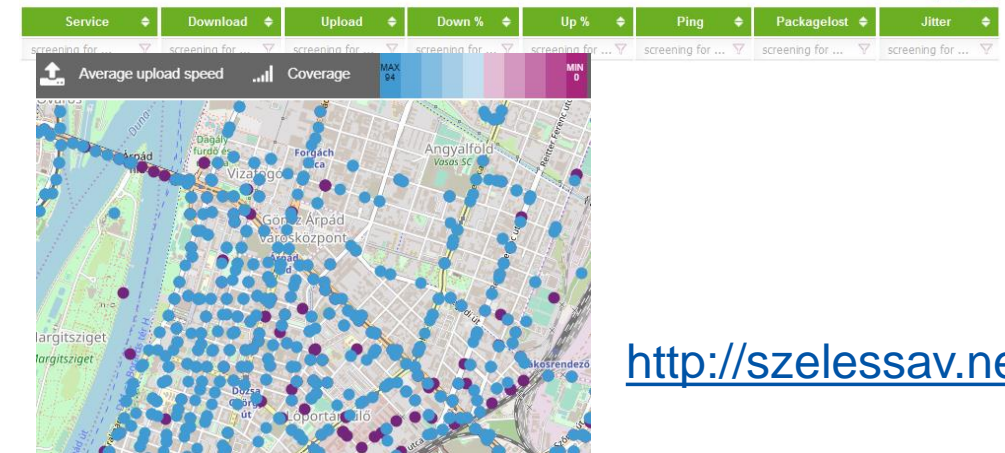
Mobile Internet quality meas. system (Swissqual) 2.800.000 measurements per month

- The own results of the user (for registered users) and aggregated results of all users of last 3 months.
- Mobile internet, fixed line software based, and hardware based measurement results displayed.
- Results are displayed in the form of zoom able map, downloadable tables and time-graphs.
- Aggregated measurement results on the map.
- Filtering data: service provider, internet service...
- Network neutrality measurement results.



Average test results in tabular form

Aggregated results of the area visible in the above map. Coordinates of the area: N 44.892645621955, E 25.98595059375 | Today's date: [2019-04-01]





NMHH National Media and Infocommunications
Authority • Hungary