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Tivulink offers direct access to on-

demand services

MAY 28, 2015 10.12 EUROPE/LONDON BY ROBERT BRIEL

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The screenshot displays the tivùlink satellite platform interface. At the top left is the tivùlink logo. The main header reads "tivùlink tutte le app a portata di telecomando" (tivùlink all apps within reach of the remote control). To the right, a blue banner states "tivùsat la prima piattaforma satellitare gratuita italiana" (tivùsat the first free Italian satellite platform). Below the header, a grid of application icons is shown, including Rai Replay, Rai Sport, Rai News, Rai, Mediaset Rewind, Mediaset TGCOM24, Mediaset TGR, Mediaset mete.it, LA7.tv On Demand, and Rai FIFA World Cup Brazil. A sidebar on the left contains icons for "TUTTE LE APP", Rai, Mediaset, and LA7, with a "VERSIONE BETA" label at the bottom. The text "Tutte le app" and "PAG 1/1" are visible above the grid. At the bottom, it says "TASTI FRECCIA PER SELEZIONARE" (Arrow keys for selection).

Tivù is launching tivùlink, a guide that makes it possible to launch the on-demand services of the Italian broadcasters with a single click.

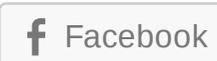
Tivùlink is a new app of the free-to-view Italian DTH platform tivùsat, which gives direct access all the on-demand services from the Italian broadcasters, such as Rai Replay, Rai TGR, Mediaset Rewind in HD, Infinity, and La7 On Demand.

The new app has a welcome screen with all the on-demand services of the available broadcasters; the browsing is simple and intuitive, through the function keys on the remote control.

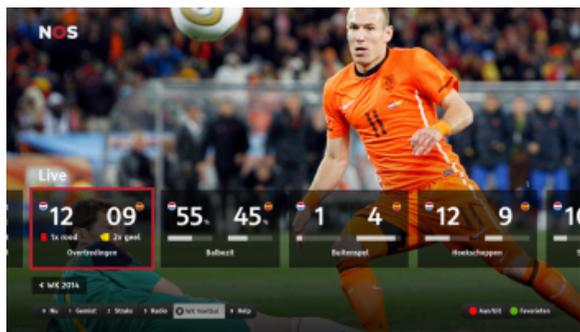
The on demand services can also be explored by broadcaster, and it is possible to get information on each of them by pressing the yellow button on the remote control, or to launch them by pressing the OK button on the remote control. In order to access the services, the TV set or Tivusat set-top needs to be connected to broadband internet.

“The interactive services of the broadcasters are not immediately visible because they are placed at the bottom of the channel list,” said Alessandro Picardi, president of Tivù, the company that manages tivùsat.

“With tivùlink, Tivù tries to simplify the use of on-demand services, by creating a single “window” for interactive applications that will improve the quality of the user experience”.



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About Robert Briel



Arnhem-based Robert covers the Benelux, France, Germany, Austria and Switzerland as well as IPTV, web TV, connected TV and OTT. Email Robert at

rbriel@broadbandtvnews.com.

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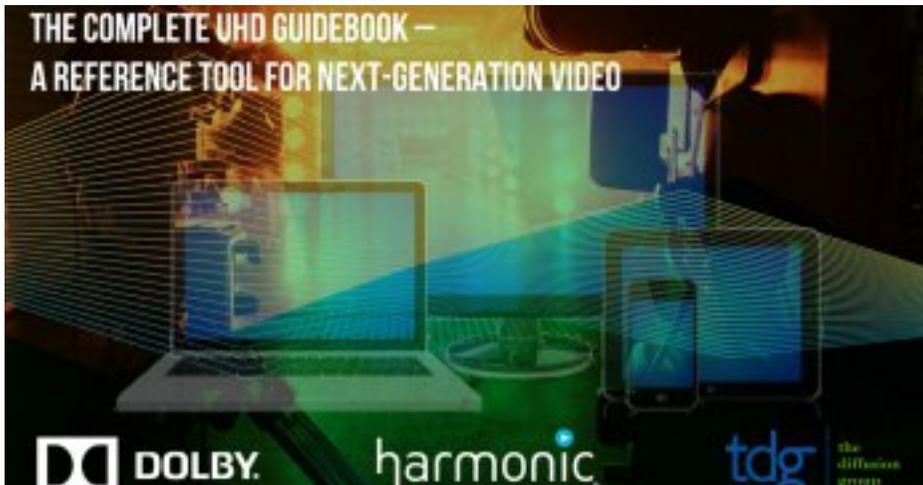
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The image shows the cover of a white paper. The background is a dark blue gradient with a faint, glowing globe in the center. The text is white and reads: "ABOX42 Set-Top-Box solutions for IPTV / OTT & Hybrid".

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