



THE DEVELOPER'S CONFERENCE

Trilha – TV DIGITAL

Braz Izaias da Silva Junior

Broadcom Sales Director - South America

Contents



THE
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- Broadcom *in-a-nutshell*
- Digital TV and Digital Convergence
- Digital TV and Social Inclusion
- Challenges for Digital TV Analog-switch-off
- Broadcom Platform for Digital Terrestrial TV

BROADCOM *IN-A-NUTSHELL*

**Fortune
300 Global**
Leader in
Semiconductors
for Wired and
Wireless
Communications

One of the
**Largest
Volume**
Fabless
Semiconductor
or Suppliers

One of the
Industry's
Broadest IP
Portfolios with
>20,850
U.S. and
Foreign
Patents and
Applications

One of
Top 5
Semiconductor
Companies by
Revenue*

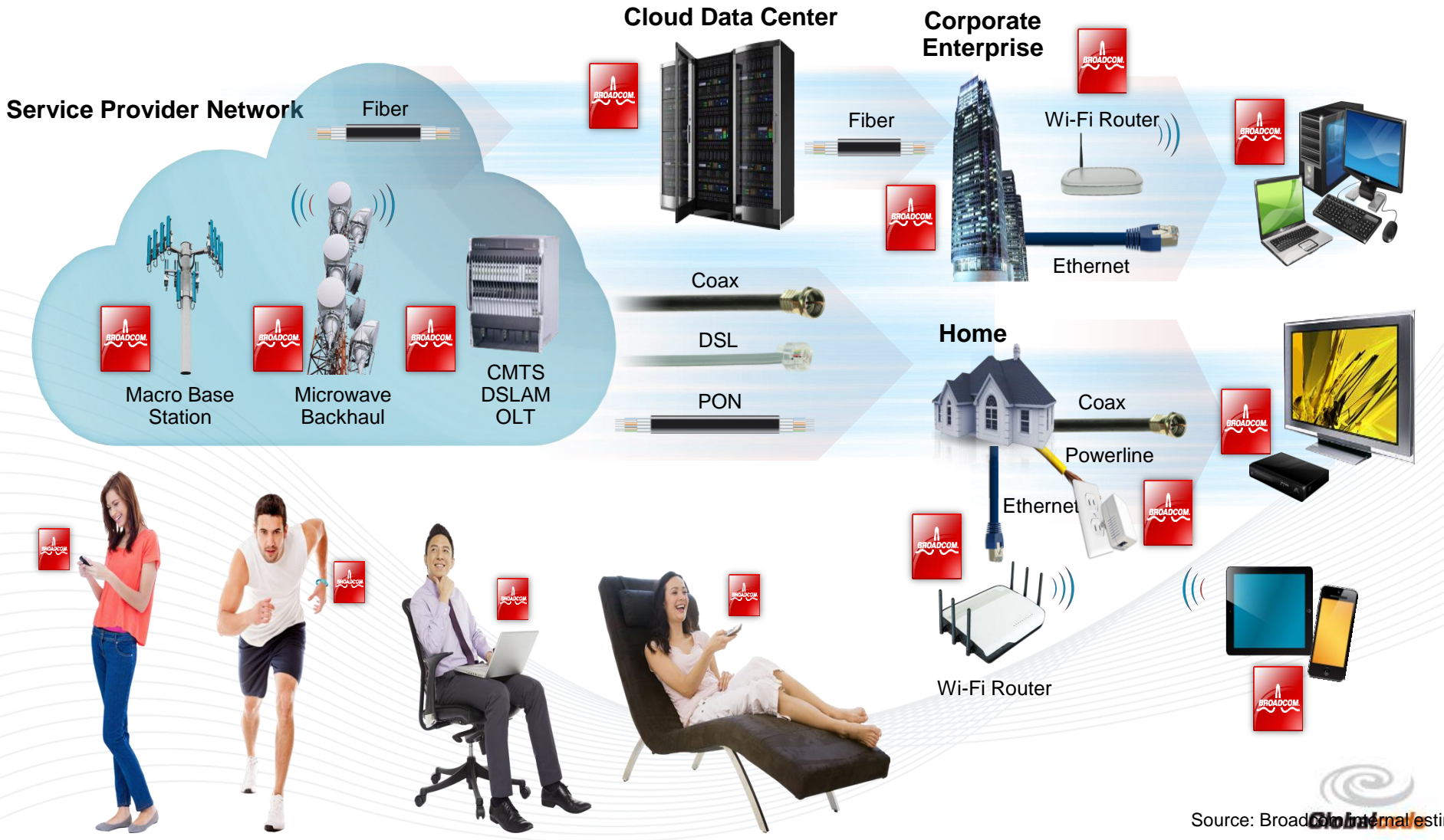
HQ in Irvine,
Calif. With
**Design
Centers**
Around the
World

WE ARE Connecting everything

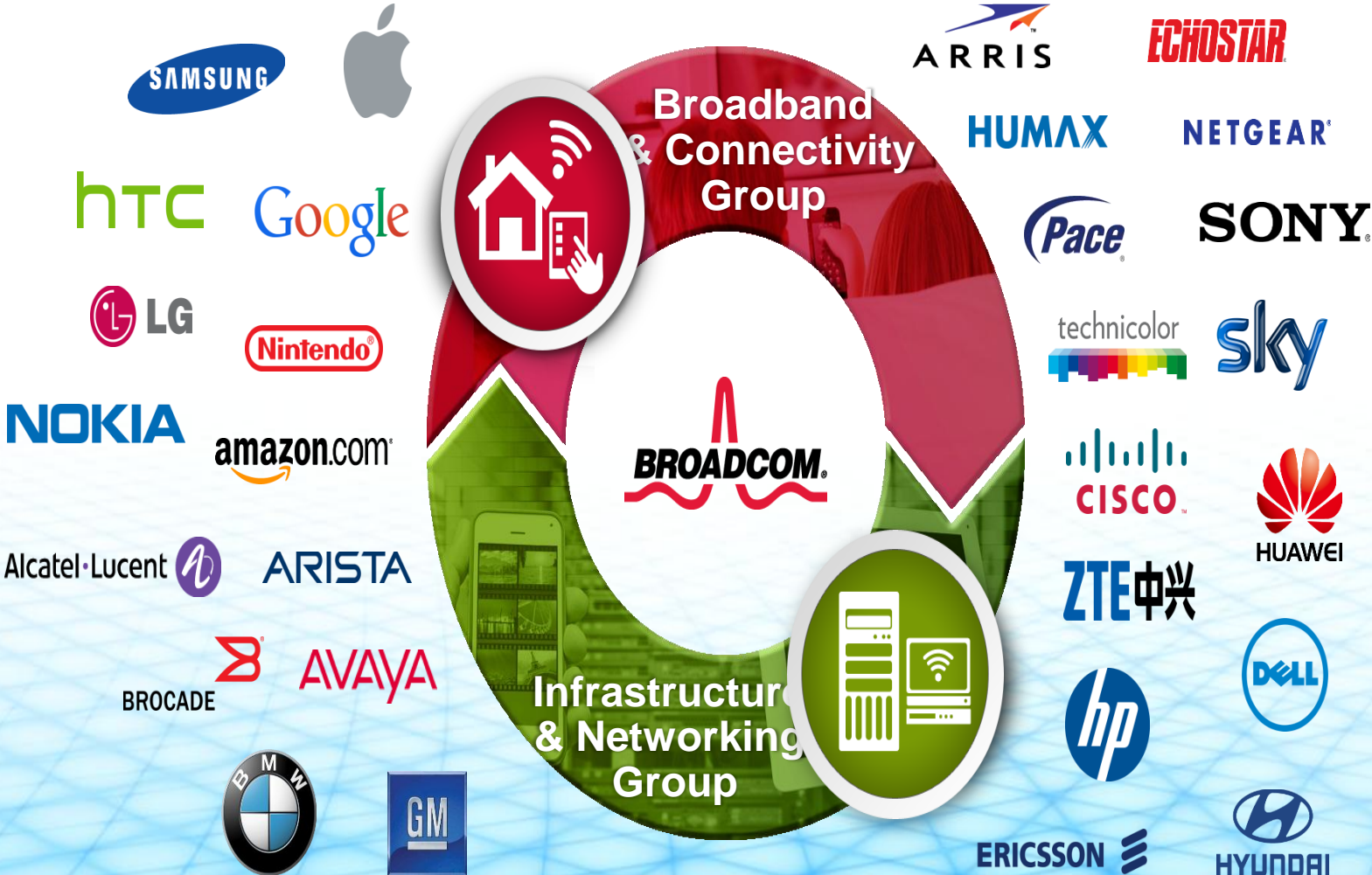
99.98% of All Data Traffic Crosses at Least One Broadcom Chip



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TECHNOLOGY LEADERSHIP FUELING CUSTOMER EXPANSION



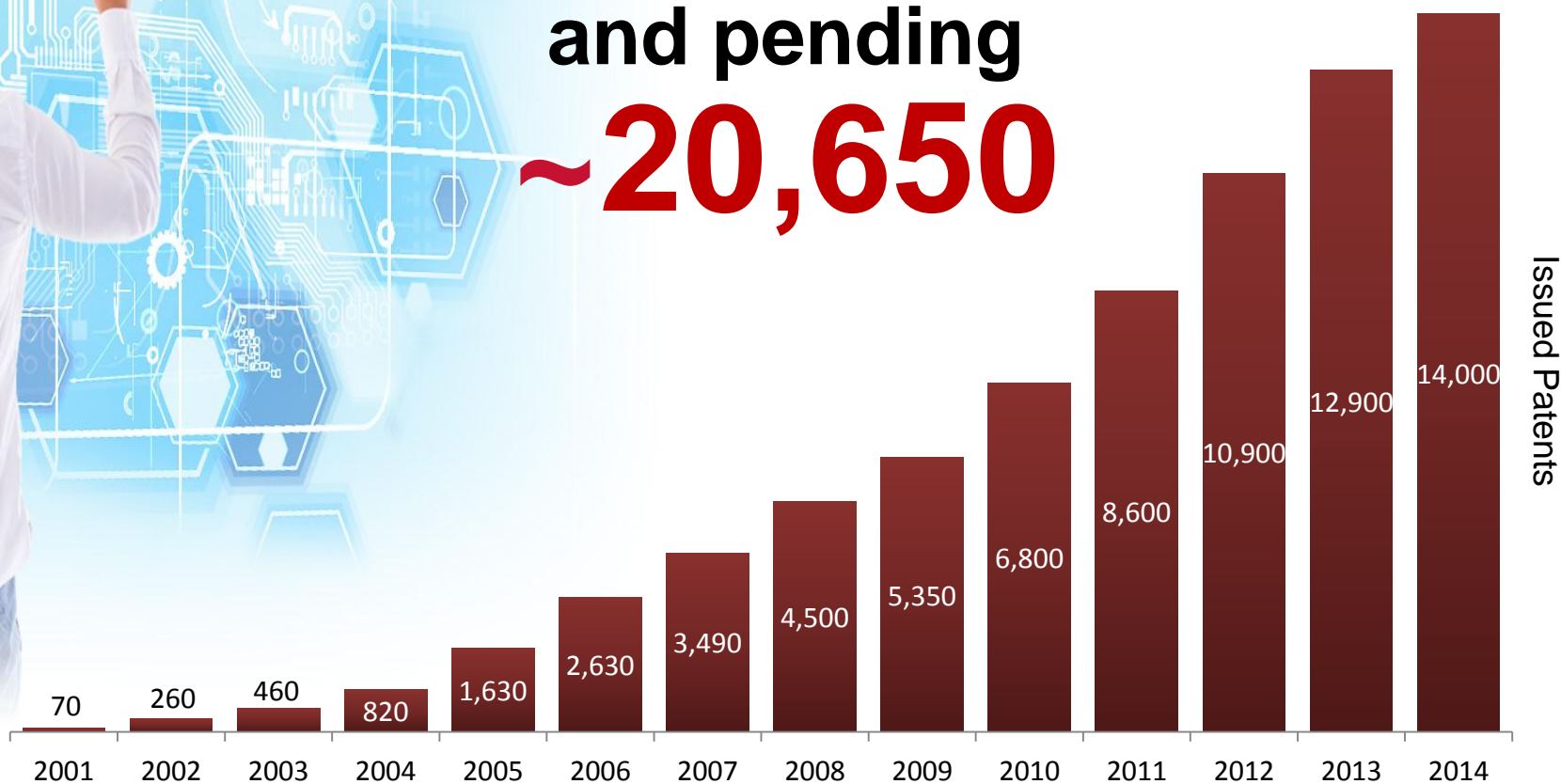
SUSTAINED RECORD OF INTELLECTUAL PROPERTY INNOVATION



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Total patents issued
and pending

~20,650



■ Patent Issued

Note: patent issued numbers are rounded

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By
2020 There will be more
than 40.9 billion
wireless connected
devices— that will
exceed the world's
population.



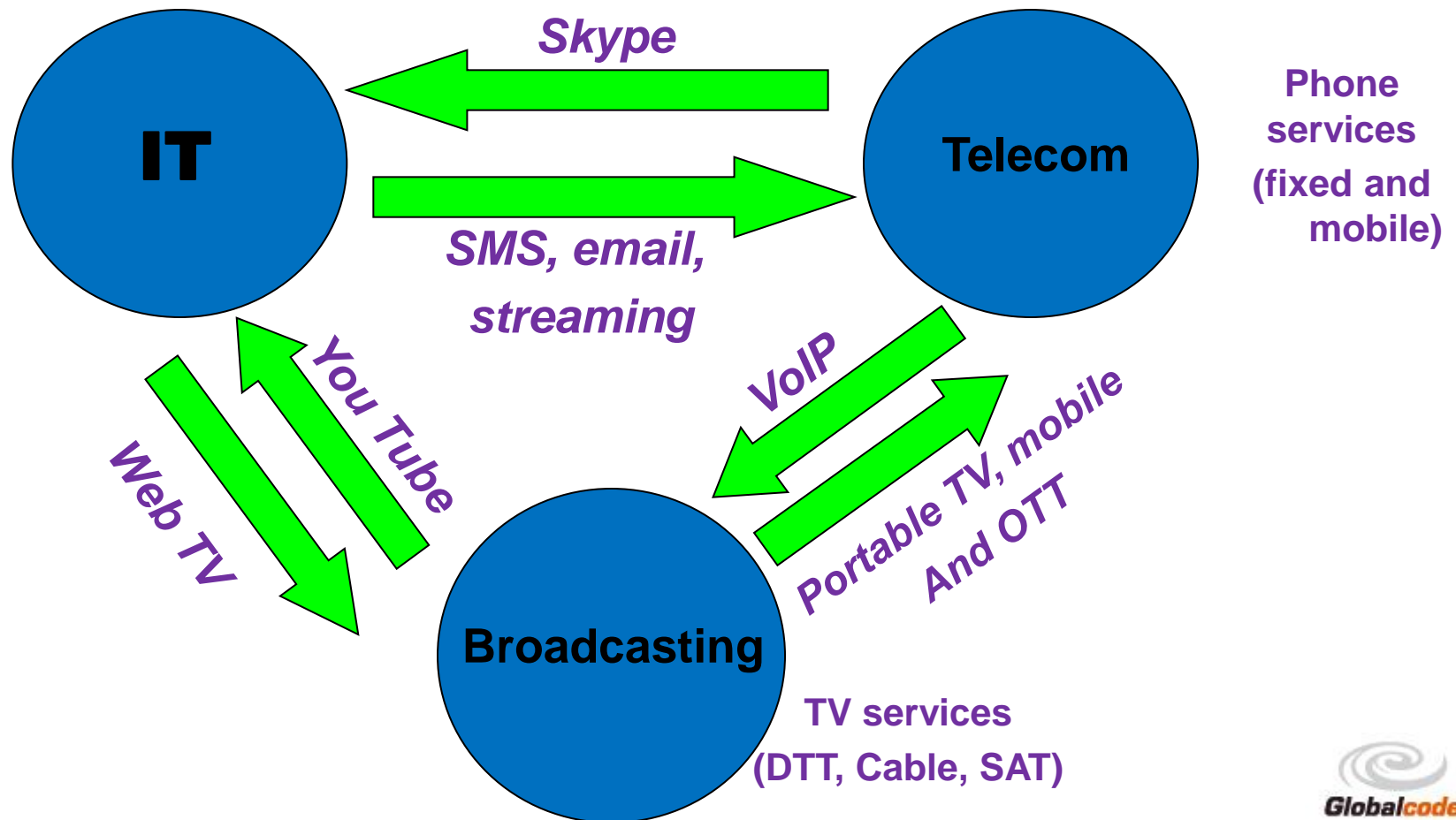
By
2018 Every second, nearly a million minutes of video content will cross the network.

Digital Convergence: An unstoppable Trend



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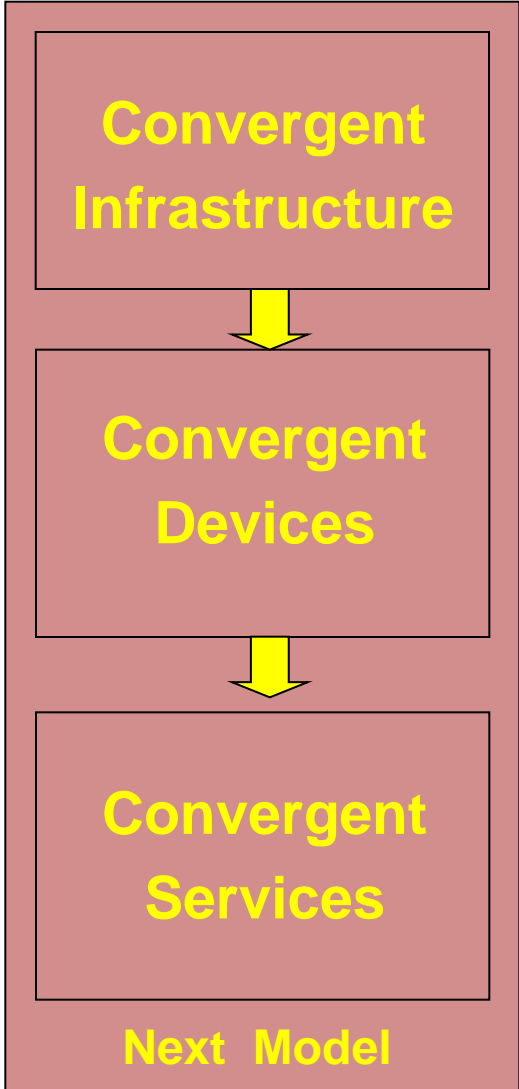
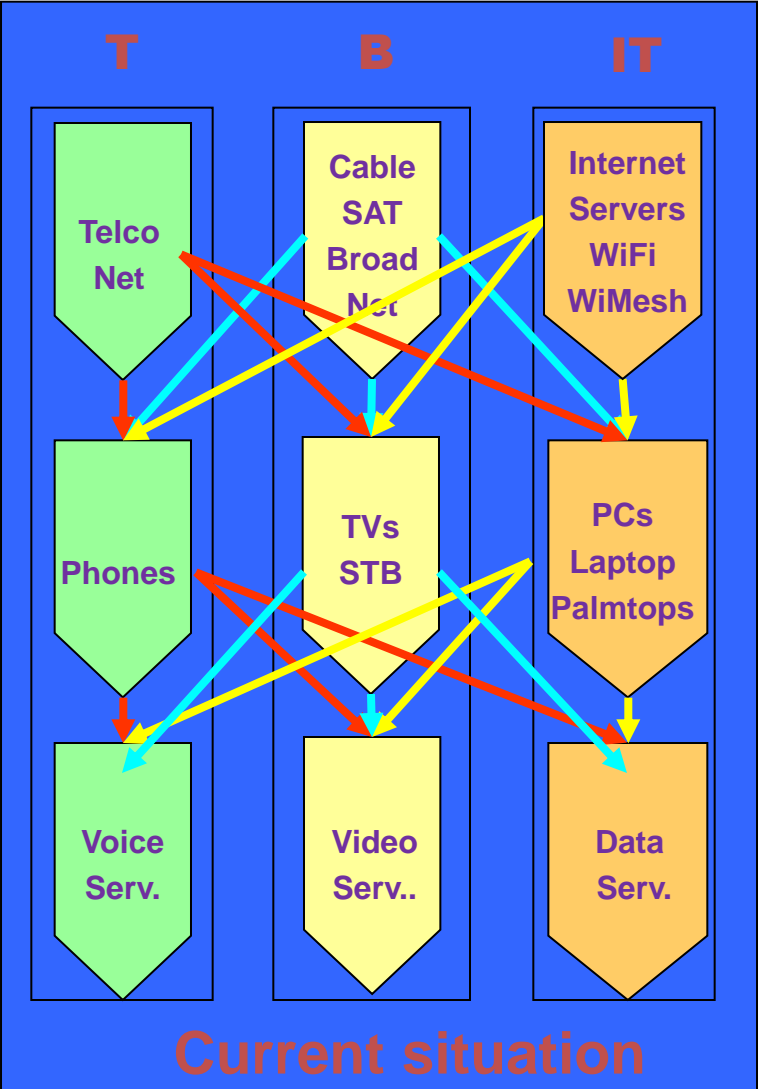
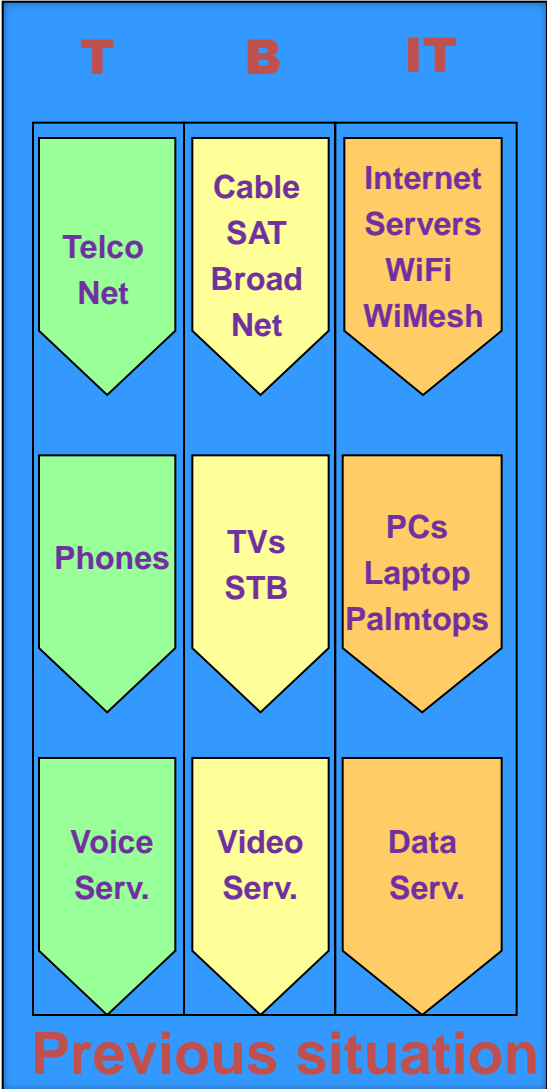
SW Appl, Internet, conference



Digital Convergence phases



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Digital TV: a Digital convergent area



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Broadcasting (DTT)

- Elctrical and Electronics devices
- 1 to N paradigm
- Sponsor-based business model
- Public concession
- Content Based Services



Mobile Services

- Individual devices
- 1 to 1 paradigm
- Monthly payment busines model
- Public concession and payment model
- Voice and data channels

Information Technology (PC + internet)

- High customization
- N to N paradigm
- Sponsor-based and monthly payment business model
- Private company business model
- Content and data delivery business model

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THE

PC penetration: 65% of
Brazilian households⁽¹⁾

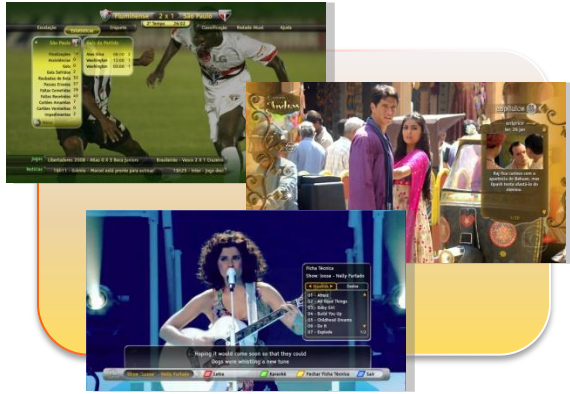
DTT TV: 98% of
Brazilian households⁽³⁾

Broadband: 30% of
Brazilian Households ⁽²⁾

- (1) Computer Industry Almanac / IBGE
- (2) Telecom/ IBGE
- (3) WWW.eletros.gov.br



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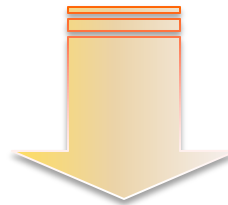
DTV Interactivity



High FTA TV
Penetration



Low PC/Internet
Adoption



Terrestrial DTV as a high-potential environment for digital inclusion programs in Brazil

Contents



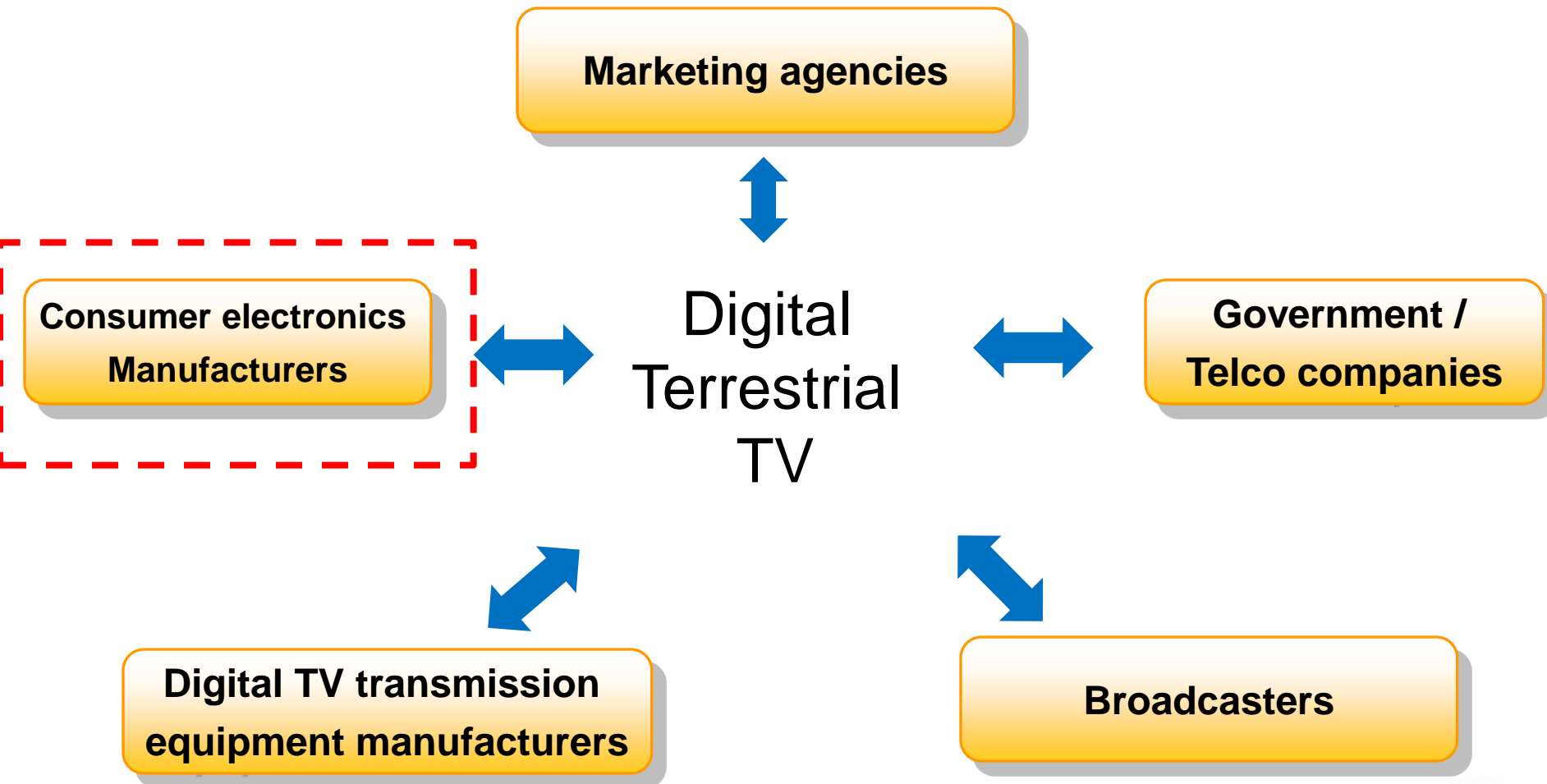
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Digital TV Players



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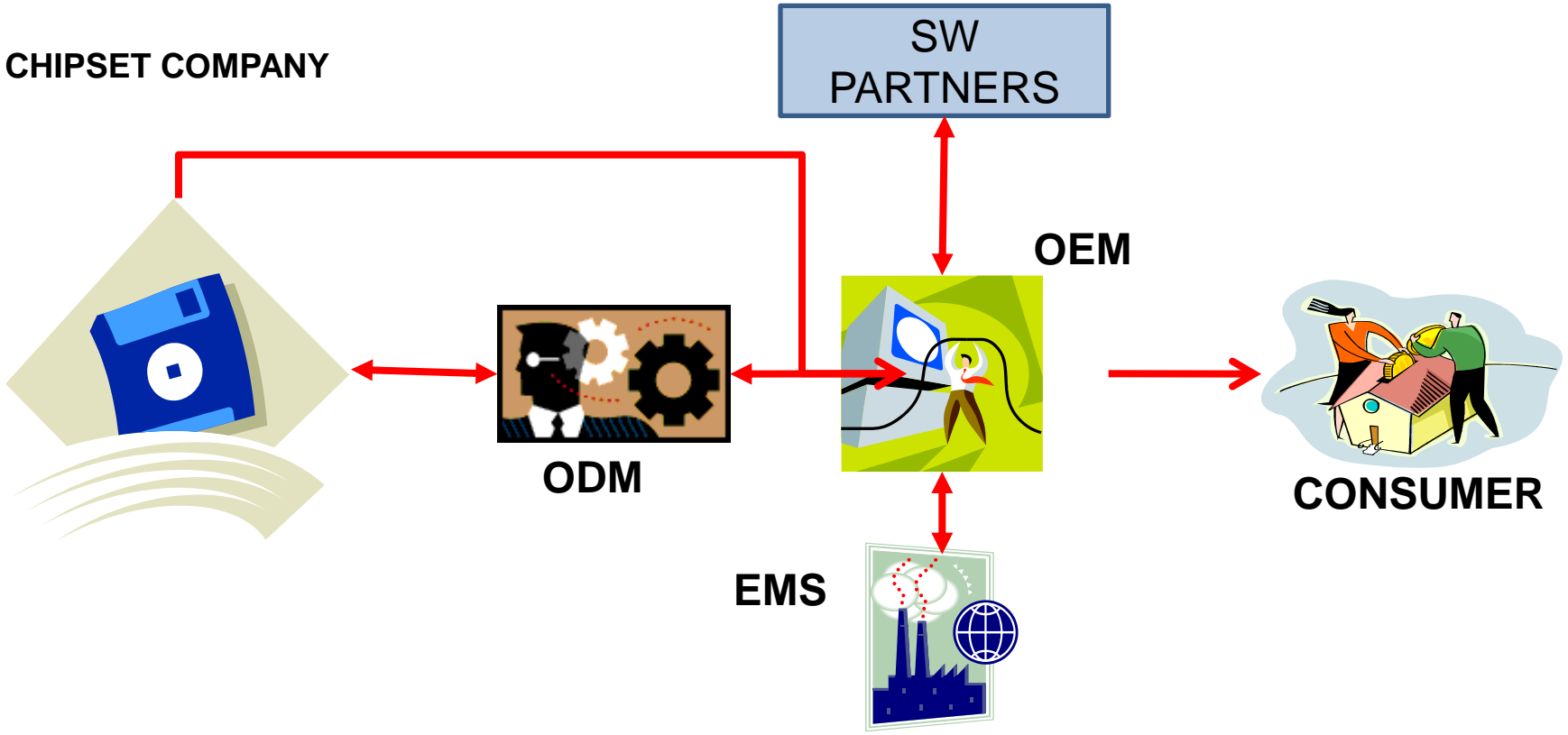
Digital TV equipments



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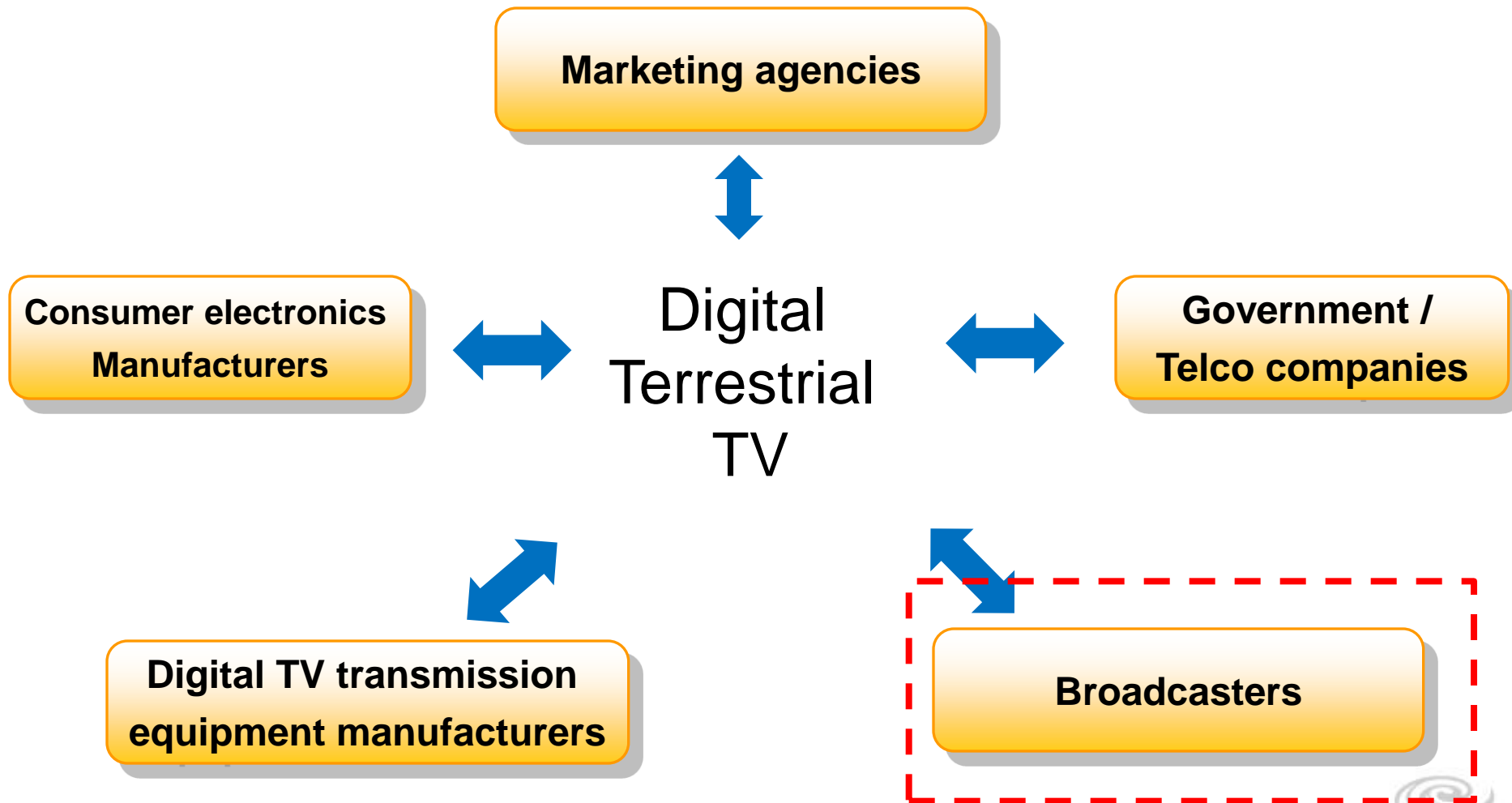
Equipment Manufacturer – Value chain



Digital TV Players



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(EPG - Electronic Program Guide)

05 GLOBO  Segunda, 25/02/08 - 21:45

14 anos Tela Quente - Transformers 21:30 - 24:00

A Seguir: Jornal da Globo  24:00 - 24:30

 Info Detalhada  Áudio  Legenda  Sair



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(EPG - Electronic Program Guide)

MomentoNews

22/04 - Quem vencerá as prévias dos Democratas nos EUA?

Resultado Final	Hillary	<div style="width: 44%;"><div style="background-color: yellow; width: 44%;"></div></div>	44%
Total de Votos: 345.985	Obama	<div style="width: 56%;"><div style="background-color: yellow; width: 56%;"></div></div>	56%

 Voltar

Exemplos de Utilização



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T – Commerce

The screenshot shows a web application interface with a dark blue and purple gradient background. At the top, the text "CAMINHOS DO CORAÇÃO" is displayed in a light blue, spaced-out font. To the right, the text "TRILHA SONORA" is shown in white, next to a small globe icon. Below the title, there are two main content areas. The left area is a dark grey box containing the text "CD Caminhos do Coração" and a list of names: Toni Garrido, Roupas Nova, Capital Inicial, Preta Gil, Scorpions, Geraldo Azevedo, and Tim Maia. Below the list, it says "Com Caçador de Mim, do 14-Bis". To the right of the list is a small image of a CD cover featuring a man and a woman. Below the CD cover, the text "Já nas Lojas!" is displayed. The right area is a dark grey box containing a large image of a city skyline at night. Below the image, the text "Sexta-feira, 15/02/2008" and "Próxima atração: Dr. House" is shown. At the bottom of the interface, there are four colored buttons: a red button labeled "Trilha Sonora", a green button labeled "Capítulo Anterior", a yellow button labeled "Quiz", and a blue button labeled "Voltar".

C A M I N H O S
D O C O R A Ç Ã O

TRILHA SONORA

CD Caminhos do Coração

Toni Garrido
Roupa Nova
Capital Inicial
Preta Gil
Scorpions
Geraldo Azevedo
Tim Maia

Já nas Lojas!

Com Caçador de Mim, do 14-Bis

Sexta-feira, 15/02/2008
Próxima atração: Dr. House

Trilha Sonora Capítulo Anterior Quiz Voltar

Exemplos de Utilização



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T – Government

Você está em **COMBATE À DENGUE > COMO PREVENIR**

BANGU

BELFORD ROXO

Rua Figueiredo de Camargo, S/N - esquina c/ Rua Dunquerque - Bangu
Tel.: (21) 2419-5657 / 2419-5805 / 2419-5819
Ônibus: Linhas 1105 / 370 / 392

OK ocultar mapa

voltar sair

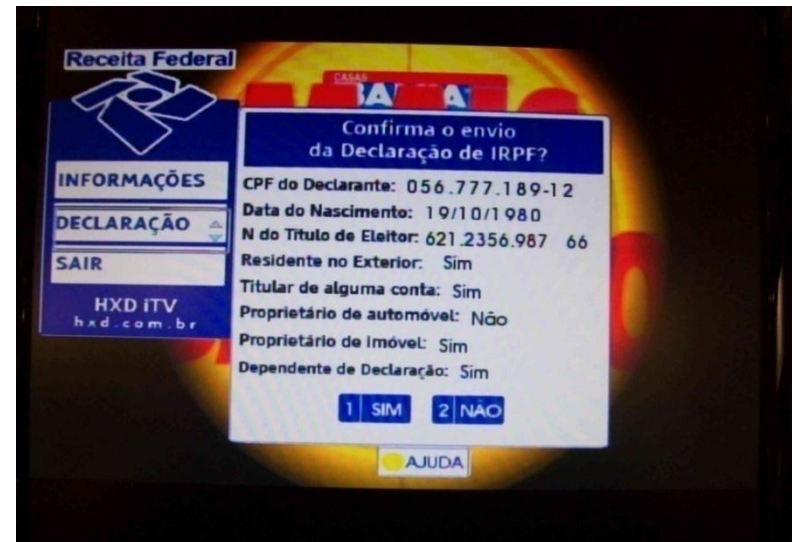
Exemplos de Utilização



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Services:

- Banking services
- Banking loan simulation
- Income tax



Exemplos de Utilização



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Games



Exemplos de Utilização



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Music presentations – sing along features

Ficha Técnica
Show: loose - Nelly Furtado

◀ Músicas ▶ Dados

- 01 - Afraid ▲
- 02 - All Good Things
- 03 - Baby Girl
- 04 - Build You Up
- 05 - Childhood Dreams
- 06 - Do It ▼
- 07 - Explode 1/2

Hoping it would come soon so that they could
Dogs were whistling a new tune

tqtvd Show "Loose" - Nelly Furtado Letra Karokê Fechar Ficha Técnica Sair

Exemplos de Utilização



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Soup operas



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KEY SUCCESS FACTORS FOR DTT ASO in brazil



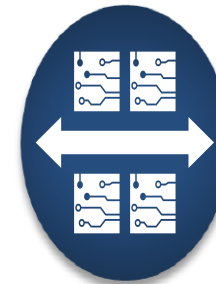
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ISDB-T
Compliant
Platform



Ginga-
Ready
Platform



Platform
High
Integratio
n



Focus on
Governme
nt
Programs



Competitive
Price and
Superior
Added-value



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Thank you

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