

CABLE-TEC EXPO® 2017

SCTE • ISBE

# THE NEXT BIG...

DEAL  
CONNECTION  
INNOVATION  
TECHNOLOGY  
LEADER  
NETWORK



DENVER, CO  
OCTOBER 17-20



DIGITAL IDENTITY MEETS DIGITAL DEVICES

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# Smart Entertainment in the Smart Home

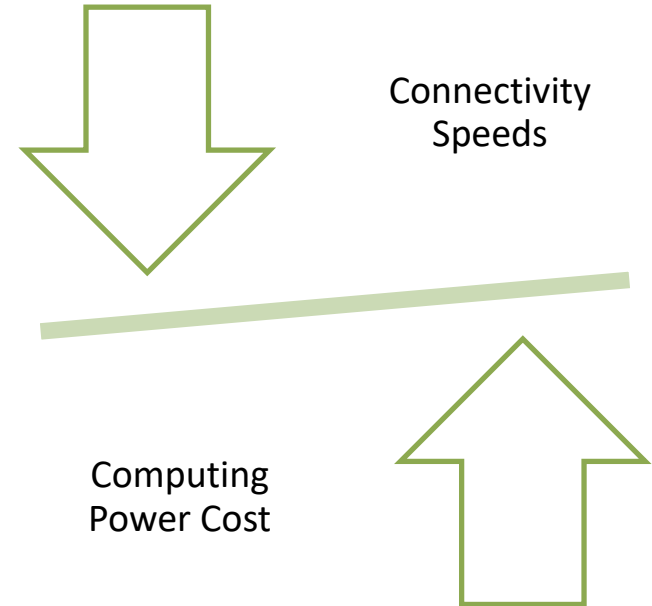
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## Evolving Home

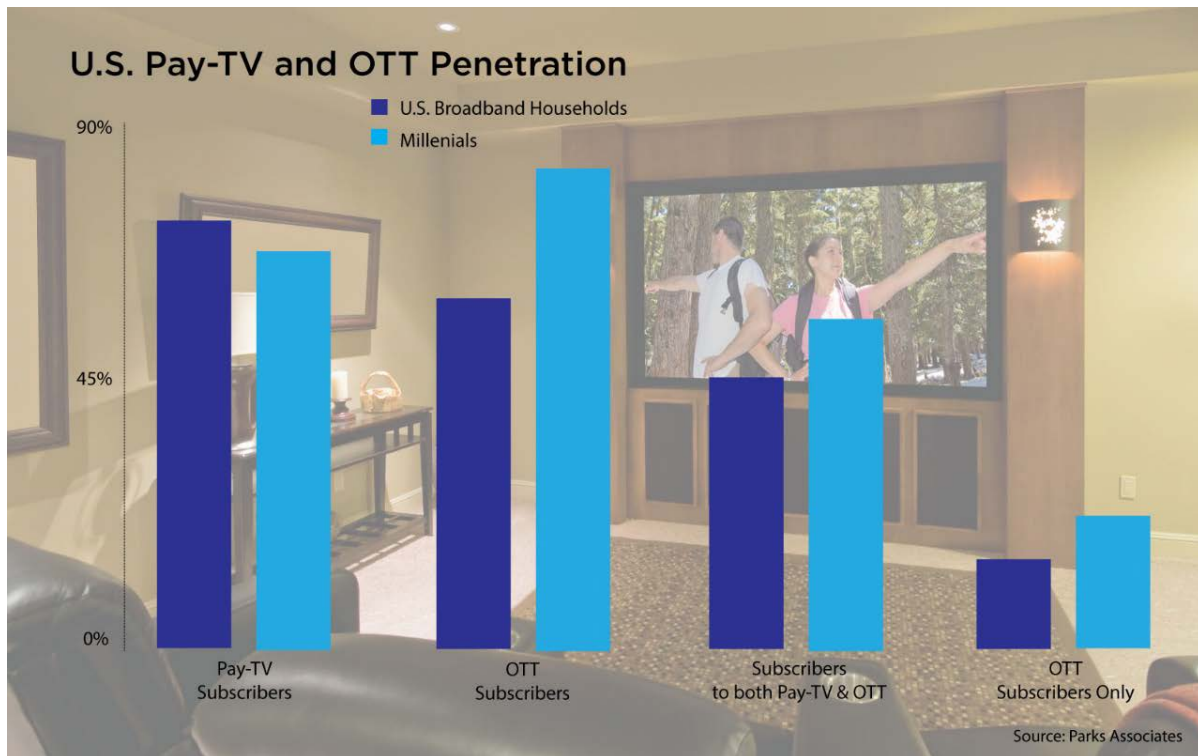
- **Every new device is now capable and connected, offering an ecosystem of apps and services.**
  - Which app on which device, which control interface, a constant context switching from one source to another, adding friction to daily activities such as TV viewing
- **However, new does not always replace the old and quite often can be an addition**
  - More than half of the TV installed base in USA are five years or older



# Smart Entertainment in the Smart Home



A Day In a Life - Prime Time TV Viewing



- 63% of U.S. broadband households subscribe to at least one OTT video service, 31% subscribe to two or more, Parks Associates
- Seven active IP devices in use daily, with 65% of the usage dedicated to video streaming, Sandvine
- 34% have difficulty getting the content they want onto their viewing screens, Trendbox

More Content, More Apps, More Devices

# Reducing Friction in Content and Service, Discovery and Consumption, Across Devices at Home

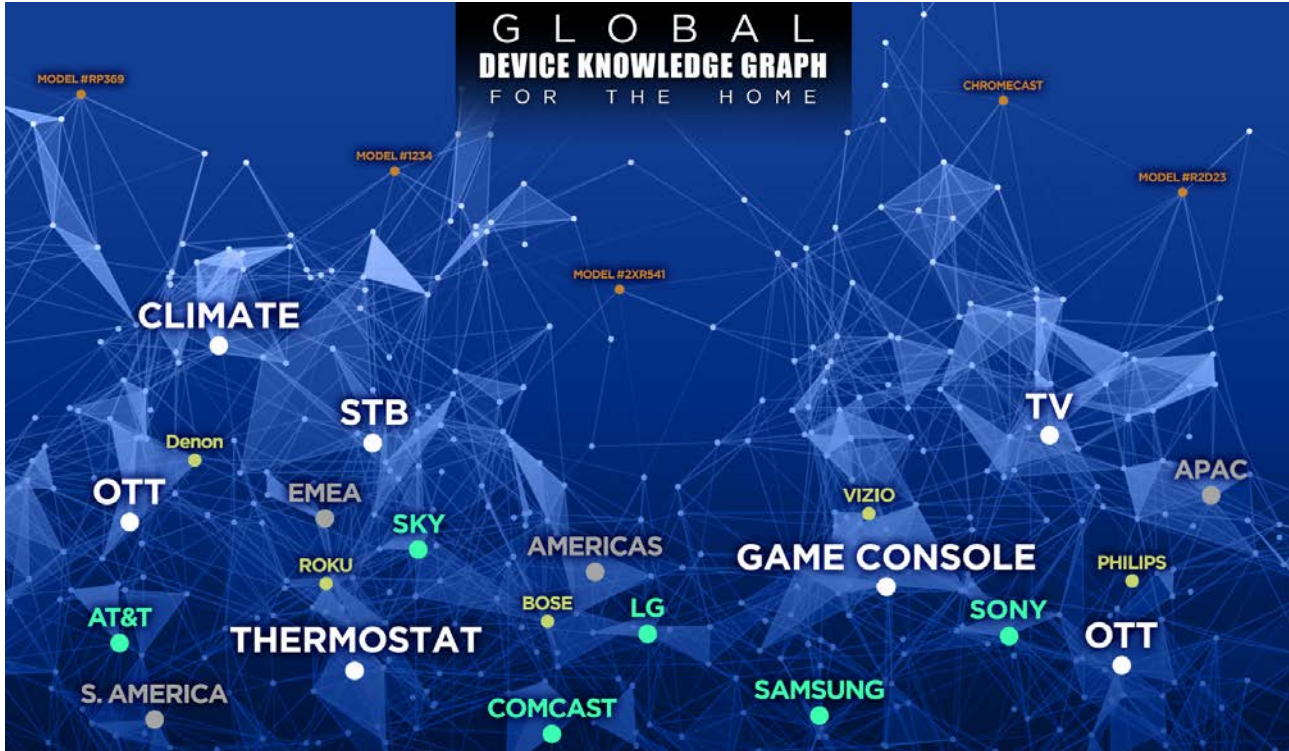
## One Touch Control

All content and services accessible with a single touch (or spoken command)

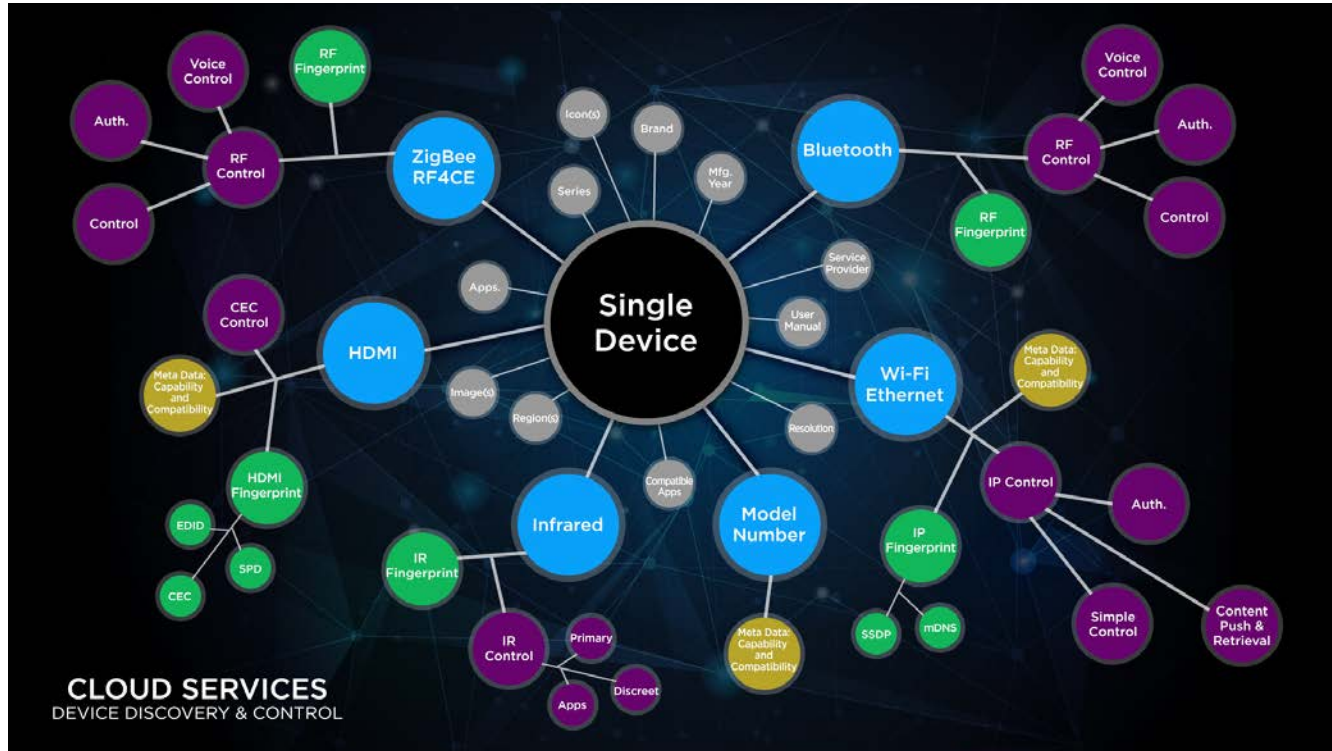
## A Unified Control Experience

Automatic discovery and control of nearby devices





Global Device Knowledge Graph



Device Model in Knowledge Graph



## Out-of-box Experience

- Automate the experience...
- A scalable architecture with cloud-based device discovery
- Designed for an evolving home
- Available throughout product lifecycle



Xfinity X1 Cloud Services for Device Discovery and Control

## Competing for “Input 1”

- Which device, which input, ...!
- One Touch View, addressing increased friction in daily content consumption
- Increased competition in devices serving content, including the TV itself



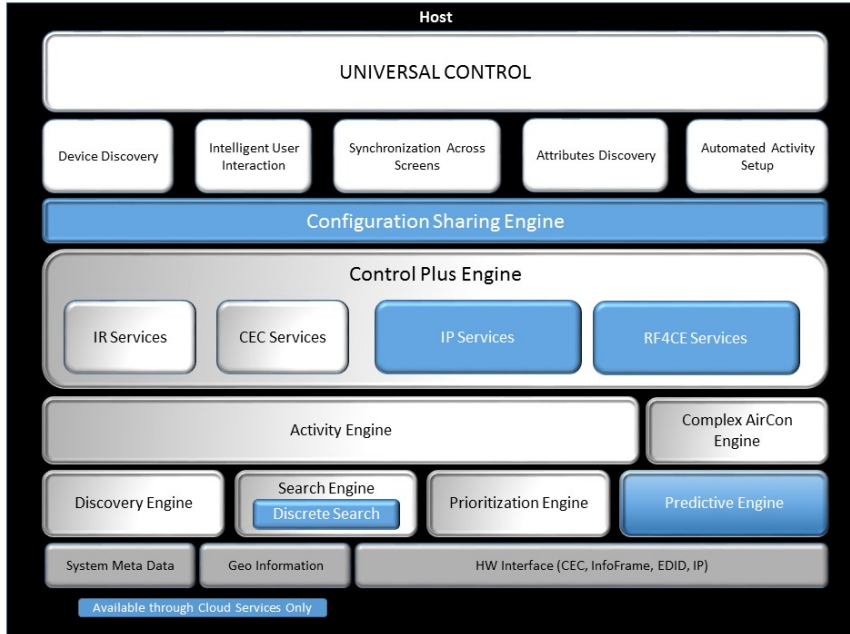
One Touch Content Access



## Unified Control Experience

- TV, the starting point in our daily content consumption journey
- Automatic discovery & control of connected devices, expanded with media recognition capabilities
- No inputs, only content, accessible with a single touch

Direct Tune Goes Straight to Content



## Building Blocks

- A multi-protocol approach with a unique fingerprinting method
- Every device capable of discovering and interacting with nearby devices and services
- Hybrid online/offline capabilities to address common usage flows and environments
- Smarter Edge Devices with Built-in Privacy Controls



Nearby Device Discovery Services

## Nearby Device Discovery & Contextual Awareness

Available nearby devices and services help in...

- Triggering personas and expanding personalized offerings
- Offering contextual awareness for more proactive services
- A new generation of Remote Technical Support





Live Dashboard of Nearby Devices, Services and Status

## Voice Assistants

- A convenient flat interface to expose more services, reducing access layers
- Enabled by rise of AI in Home Control, limited by compatibility & understanding of context
- Nearby device status discovery expands the contextual understanding of AI systems
- A true knowledge graph of devices and capabilities provides context to user commands



Nearby Content And Status Discovery Services

## Advancing Personalization & Monetization

- Content consumption across devices and services
- Better recommendations with user centric global history and content dashboards

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**THANK YOU!**

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