

INVERTO'S BOLD VISION FOR THE FUTURE OF SATELLITE AND STREAMING

Inverto has spent over three decades at the forefront of broadcast reception technology, building a reputation for innovation, reliability, and adaptability. As the media landscape shifts rapidly toward digital, IP-based, and multiscreen consumption, the company is evolving in stride—transforming from a hardware-focused manufacturer into a solutions and services powerhouse. In this candid conversation, Subhasankar Mishra, Vice President – Business Development, South Asia at Inverto, sheds light on the company's strategic pivot, its pioneering efforts in DVB-NIP streaming, and how it's tailoring hybrid content delivery for the unique needs of emerging markets like India and Southeast Asia. From addressing regulatory grey zones to launching groundbreaking platforms like Q-Stream™ and Q-Ads, Inverto is proving that satellite still has plenty of sky left to cover.

Inverto has been a pioneer in broadcast reception for over 30 years. How has the company evolved to stay ahead in an increasingly digital and streaming-focused landscape?

Inverto: As an industry leader,



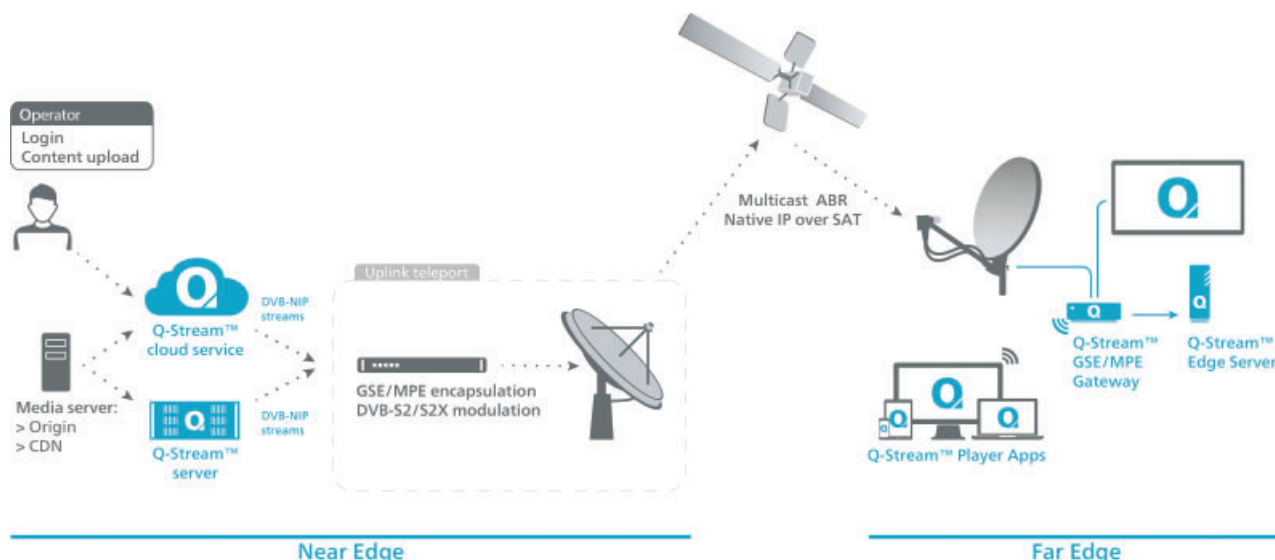
SUBHASANKAR MISHRA
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DEVELOPMENT,
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we closely monitor emerging technologies and continually innovate to offer our customers the latest solutions. Our evolution is multifaceted: in the past years, we went from having a Luxembourg-based sales force to having “boots on the grounds” in every key market we cater to. In doing so, our geographical revenue spread is now evenly distributed between Europe,

the Indian sub-continent, Africa and Latin America. We also internalized manufacturing of our key products in order to have better control of the production all the way to QC. Last but not the least, we put in place a strategy to take the company from having one-off sales of hardware/products to our regular customers to entering the business of providing solutions and are on the way to offering services. Pioneering DVB-NIP (Native IP) is an illustration of our strides to go from offering Ku-band products to enabling broadband and streaming over satellite and reflects our commitment to staying ahead of the curve and helping our clients serve their customers more effectively.

With a strong presence in DTH solutions, how does Inverto see the future of satellite TV versus OTT and IPTV platforms?

Inverto: The future of satellite TV is directly linked to the new ways of consuming videos – which are increasingly IP based. This said, technology continues to evolve and is tending to merge toward hybrid delivery mechanisms. For customers, the medium, whether DTH, OTT, or IPTV it is secondary. What truly matters is a seamless, affordable service. In a country like



India, where television is still considered a luxury or where broadband penetration tends to lag, DTH continues to hold significant potential for the foreseeable future. Additionally, we offer innovative solutions for streaming via satellite, ensuring broader access and connectivity.

What are some of the key growth markets for Inverto in Southeast Asia, and how do you tailor your solutions for these regions?

Inverto: APAC is a unique region where understanding consumer behaviour takes time and deep market insight. Fortunately, we've been active in this region since 2011, delivering tailor-made solutions that reflect our in-depth knowledge of local needs. Our digital channel stacking solution is a prime example. It has transformed the landscape of multi-dwelling unit and multi-room connections across the APAC region. In the coming years, we intend to replicate our strong development in the Indian sub-continent to reach the entire APAC

region with initiatives in Vietnam, Indonesia, The Philippines, and Myanmar among others.

Inverto works with major DTH operators in India, what are the unique challenges when catering to such large companies?

Inverto: One of the key challenges we face is the continuous pressure from operators to reduce product prices while maintaining high quality. Fortunately, our world-class R&D team is driven by innovation, enabling us to reduce product costs while consistently adding new features and enhancing value. Additionally, our extensive global customer base gives us a strong negotiating advantage with component suppliers, thanks to the large volumes we procure annually. The aforementioned onboarding of our production also helps in obtaining the best cost/quality ratio on the market.

How does WebRTC and real-time streaming fit into Inverto's broader strategy, especially in the era of multiscreen content consumption?

Inverto: This is at the very top

of our development strategy. We offer a ready-to-deploy solution called Q-Stream™—a unique, DVB-NIP-compliant mABR solution that supports live streaming and content delivery over both satellite and terrestrial broadcast networks. Available as a cloud-based or on-premises solution, Q-Stream™ provides operators with a highly cost-effective alternative to traditional broadband-based streaming. While there are many use cases for the solution, it is ideally suited to deliver multiscreen content in the most cost-effective way.

With the rise of 5G and fiber broadband, do you see traditional satellite-based content delivery being disrupted? How is Inverto adapting to these changes?

Inverto: We have taken these changes into consideration when developing our new products and solutions. What we believe in is hybrid delivery mechanisms whereby satellite-based multicast will work hand-in-hand with traditional online multicast, in particular for large live

events or much anticipated content release that will draw large viewership. Multicast Adaptive Bitrate (mABR) – the foundation upon which Q-Stream is built – is ideal for this. As for fiber, while we acknowledge it is the way of the future, we also see needs for broadband Gigabit internet access in areas where fiber is not yet deployed – for cost or regulatory reasons. We answered that need with OneNet Moca Access, a broadband over Coax delivery solution.

With increasing demand for hybrid video solutions, is Inverto working on products that integrate satellite and IP-based streaming more seamlessly?

Inverto: Yes! Q-Stream™ it is! We are not only working on it... it is market ready and for more details, pls visit <https://www.inverto.tv/native-ip-streaming-over-satellite>.

How is consumer demand shaping the evolution of broadcast reception technology? Are people still as reliant on satellite TV, or is the shift to streaming accelerating?

Inverto: While streaming is undoubtedly on the rise, there remains a significant segment of the population that still relies on satellite TV. Worldwide.TV consumption is split for broadcast ad and for streaming. This will not be the case always but in countries like India, broadband access especially for television content continues to be a luxury for many. Hence broadcast (cable, DTT and Satellite) will remain a viable alternative for some time. The government also has a critical



Education



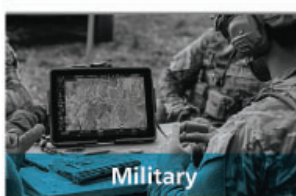
Mobility & Maritime



e-Medicine



4G/5G backhole/CDN



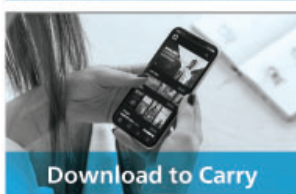
Military



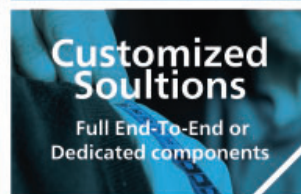
Targeted Advertisement



Multiscreen



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role to play and could help broadcast be more competitive, particularly given the stark contrast in content regulation. Satellite TV is highly regulated, whereas OTT platforms currently operate with minimal oversight.

What are the biggest regulatory or technical challenges Inverto faces in expanding its footprint in new markets?

Inverto: When it comes to hardware, challenges are minimal. However, solutions like Q-Ads, our ad monetization platform rely heavily on collaboration with STB partners and CAS providers. Additionally, streaming over satellite continues to face regulatory hurdles in several countries and when submitted to content owners or security experts: it is HLS or Dash stream (so IP) but in a one-way, unconnected environment. This new state-of-the-art category does not exist in the usual tick box of regulators and therefore runs the risk of being misunderstood.

Looking ahead, what are Inverto's top priorities for the next five years, and where do you see the biggest opportunities for growth?

Inverto: We continuously innovate to stay ahead of emerging market trends. Satellite remains a powerful medium for extending reach to even the most remote corners of the country. To harness its full potential, we've introduced solutions like Q-Stream, which supports applications such as e-learning in rural schools, multiscreen satellite delivery, digital signage, smart cities, e-health, and telemedicine, to name a few.

In addition, our Q-Ads platform enables DTH and cable operators to generate revenue through targeted advertising, leveraging both existing and new set-top boxes. We're also actively developing broadband-over-satellite solutions, which we believe could be a game changer for connectivity in underserved areas. ■