



IVI PLANS MOBILE NETFLIX LAUNCH



ivi a leading Russian OTT player plans to launch a mobile subscription based on Netflix.

ivi is changing its development strategy, with one of the key elements being increasing its mobile audience and how much time it watches their service on smartphones.

The mobile subscription could be launched and will cost R99 (€1.64) a month to receive. ivi is the market leader along with Kinopoisk in the OTT segment.

CANAL+ DROPS TF1 TRANSMISSION

Canal+ dropped the retransmission of TF1 and its digital channels post the TF1 Group plans to review its commercial requirements.

The TF1 Group, on the strength

CANAL+ of its dominant position, is demanding in particular the payment of a very substantial remuneration for its free DTT channels.

TF1 is a rightsholder of the upcoming World Cup, but Canal was quick to point out beIN Sports, holds all the rights to the competition and is available over its pay-TV platform.

DVB-I MAKES DEBUT WITH SOFIADIGITAL



Sofia Digital and Twise helped a DVB-I debut within an HbbTV OpApp on a CI Plus Conditional Access Module (CAM).



The use of a CI Plus CAM with a TV set is the standard solution for operators and end users.

By combining the HbbTV OpApp with a CI Plus CAM, operators can provide their customers with a set-top box like user experience without the need for a costly set-top box device, stress the companies. With this approach, the viewers get to enjoy premium content with a single remote control and consistent user interface.

NETFLIX TO ADVANCE LAUNCH OF ADVERTISING TIER



Netflix is having a relook and advancing to November 1 launch for its new ad-supported service. The idea is to beat Disney to the launch of its own mixed tier.

Netflix and Microsoft, which is technology partner and will help to place the ads on the streaming service is fine tuning business strategy.

Netflix earlier indicated the new tier would be launching early in 2023 amid speculations that it will launch in about half a dozen territories by the end of this year.

Major networks are all looking at ad-supported tiers with versions of Disney+, HBO Max and Paramount+ all in the works.

Netflix plans to sell 15- and 30-second spots that would appear during the pre-roll and within shows themselves. Ads will be restricted to around 4 minutes per hour, significantly less than on broadcast television. The new Netflix advertising-supported tier will cost subscribers between \$7 and \$9 per month. ■

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