



*For immediate release
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Amsterdam, IBC 2025: Inverto and Eutelsat join forces to Drive the Future of Hybrid Broadcast.

Inverto's lead demonstrates that DVB-NIP Integration and Interoperability Gain Momentum

As the broadcast industry rapidly evolves, the convergence of satellite and IP technologies is becoming a key driver of next-generation services such as DTH 2.0. At the centre of this transformation is DVB-NIP, working alongside DVB-I, DVB-HB, and DVB-MABR to enable hybrid broadcast-IP solutions. These combine the reach and reliability of satellite with the flexibility of broadband.

A highlight at IBC 2025 is the collaboration between Inverto and Eutelsat, who are showcasing DVB-NIP-powered services including targeted advertising and Push-VoD. Inverto's **Q-Stream** platform plays a central role here, turning conventional direct-to-home (DTH) setups into fully integrated entertainment networks that deliver both linear broadcast and OTT content through a single, seamless system.

Next-Generation STBs: Bridging Broadcast and IP

A key innovation driving this transition is Inverto's new class of DVB-NIP **Q-Stream gateways**. These allow simultaneous reception of conventional DVB MPEG-TS services and IP-based multicast streams (HLS or DASH) delivered over satellite. The result: a smooth migration path from legacy broadcast to full IP delivery critical for regions undergoing digital transition or infrastructure expansion - by deploying Inverto's end-to-end **Q-Stream** solution.

Inverto's STB functions as a **home gateway**, sending content via HDMI to the main TV while streaming simultaneously to secondary TVs, mobile devices, and tablets across the home network. With companion apps for Android and iOS, households can enjoy a **whole-home entertainment experience** from a single satellite feed, secured by **one-way DRM** for content protection.

Enhancing Services and User Experience

To simplify service discovery and navigation, Inverto's Q-Stream leverages the **DVB-I** specification. Channel lists, metadata, and EPG updates are delivered via satellite, ensuring devices remain up to date while staying compliant with local regulations, including accessibility standards.

At the same time, **Multicast Adaptive Bitrate (MABR)** technology combines the scalability of multicast with the personalization of adaptive streaming. This makes it ideal for delivering high-demand OTT content in bandwidth-limited areas, reducing strain on terrestrial networks.

Moreover, Inverto's **push content** capabilities allow preloading of content libraries (VoD, pdf, e-books or any kind of files) directly onto STBs, enabling instant access to premium titles regardless of broadband availability, an essential feature in markets with limited internet infrastructure.

Targeted Advertising: Unlocking New Revenues

Finally, Inverto's **Targeted Advertising** solution enables broadcasters to deliver personalized ads based on viewer profiles. This capability boosts average revenue per user (ARPU) across both traditional and FAST channels, making it a cornerstone of sustainable business models in the emerging DTH 2.0 landscape.

Highlighting the collaboration at IBC, Christophe Perini, CEO of Inverto, says: *"Our partnership with Eutelsat demonstrates how DVB-NIP can turn a conventional satellite feed into a complete home entertainment network. For Inverto, interoperability is not a feature, it's a foundation which we are striving to make common practice in the industry. Q-Stream ensures operators can migrate smoothly from legacy DVB to IP-based delivery by merging the reliability of satellite with the flexibility of broadband. We are unlocking end-to-end entertainment experiences via satellite that were simply not possible before."*

About Inverto:

Driven by a passion for excellence and a commitment to customer success, Inverto continues to push the boundaries of technology - delivering robust, future-ready solutions that connect people to the content they love. Learn more at: www.inverto.tv

About Eutelsat:

Eutelsat is a global leader in satellite communications, delivering secure, high-performance multi-orbit connectivity and broadcasting solutions. Learn more at: www.eutelsat.com