Internet-TV-as-a-Service

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The ever increasing penetration of smartphones, tablets and other connected devices has resulted in a steep-change in consumer expectations. Viewers expect to be able to access content on any screen wherever they are. This has led to an explosion in operator demand for OTT offerings that can deliver entertainment experiences to any platform, even in markets where broadband penetration is low.

More and more players are entering this OTT battleground. Operators know they need to offer multiscreen in and out of the house to attract new subscribers and retain existing ones; but, of course, multiscreen deployments add cost and complexity. To launch a successful OTT service, operators need to launch a complete service, a great content offering, deliver TV everywhere, handle billing integration and, most importantly of all, a great user experience; as well as, preferably, do all of this in a very short time frame.

We are seeing a high level of interest from operators looking to launch OTT in developing markets in Africa, APAC, LATAM and the Middle East. Those regions have been hindered by issues such as limited broadband access and have little experience of credit card billing. The North American OTT model, based on good fixed-broadband infrastructure and credit card billing, does not always work in these regions. Low broadband penetration requires remote storing and delivery. To achieve this, operators and service providers have leveraged the cloud to solve the broadband issue while also enabling content to reach the end user wherever they are, even on mobile devices. Combined with the telecom network, the cloud empowers those regions with poor broadband infrastructure by enabling them to deliver a high quality OTT service such as Internet TV as-a-Service (iTaaS). In these regions, the mobile telcos can use existing billing relationships to remove the issue of low credit card penetration.

For these operators, a cloud-based infrastructure has a number of benefits that are hard to ignore. An iTaaS offering requires very little CAPEX, it is highly flexible and can be deployed in three months or less.

iTaaS is a market-ready platform which enables carriers to offer their subscribers live, catch-up and video-on-demand content across all internet connected devices and screens. iTaaS enables telcos and OTT providers to develop new innovative services, opening up new opportunities and creating additional revenue streams. The UUX iTaaS platform is white-labelled, enabling operators to provide a seamless branded experience and a one-stop shop for all OTT TV service developments.

Telenor Deploys Internet-TV-as-a-service (iTaaS) in Hungary

Telenor Hungary was looking for a platform to extend the reach of its TV offering and its traditional voice services. Telenor Hungary deployed the UUX iTaaS platform to power its MyTV service in Hungary. Telenor, which has over 200 million subscribers around the globe, rolled out the UUX iTaaS platform in Hungary. By utilizing an iTaaS solution, Telenor have been able to take advantage of the OTT market with a telco-grade cloud TV solution complete with a suite of battle-tested applications. This solution enabled Telenor to precisely target premium customers, build individual service packages, provide easy sign-up and efficient billing in a MyTV branded experience.

UUX provided Telenor with a media distribution solution and platform which could be

integrated into Telenor's infrastructure and allow for delivery of live TV, catch-up TV and VOD content to IP connected devices. The UUX platform was instrumental in the launch of Telenor's MyTV service, which provides customers with live and catch-up television VOD content across all internet connected devices and screens. This took place in less than three months from start to finish.

Telenor is in the process of refreshing their brand and, as a part of this process, required a solution that was different to anything currently available in Hungary. The UUX/Telenor collaboration enabled both companies to leverage Telenor's advanced handsets and networks and resulted in Telenor Hungary offering live, catch up TV and a catalogue of content across different devices on their network. The MyTV service is based on UUX's platform and supports Telenor's branding, billing, retail outlets, webpages and products throughout. The UUX iTaaS solution is flexible, meaning that it can adapt and adjust to the capabilities of the carrier, territory, packaging, content and currency.

Handling content acquisition complexity

According to SNL Kagan, the top three U.S. public cable operators – Comcast, Time Warner Cable & Charter – saw their programming costs grow at 6 times the rate of video revenues between 2008 and 2012, showing just how expensive it has become to acquire content.

A key issue Telenor faced was content acquisition. Leveraging UUX's strong relationships with content owners such as Sony, FOX and Disney enabled the operator to provide mini packages tailored to the end user's needs and purchasing power – even including a free package. UUX helped Telenor to acquire high quality content and structure its video package offerings. Through its iTaaS platform, UUX supported Telenor through the whole chain, from setting up infrastructure to hosting the application, as well as transporting and servicing the content.

The emergence of OTT business models has caused a seismic shift in the telco industry. Carriers are using the cloud in order to offer new, agile systems,which can support everything from billing requirements to integrated platforms. The cloud plays an integral part in the evolution of PayTV, with operators now increasingly adding OTT services to existing offerings. Cloud-based platforms have the ability to slash CAPEX and reach mobile enabled devices regardless of where they are in the world, making them a perfect solution for emerging markets and operators in mature multi-screen markets alike.

iTaaS key specifics

iTaaS is a new platform for OTT TV which enables service providers to leverage the cloud to deliver video to any screen even where broadband penetration is limited. Using an iTaaS platform, service providers and enterprises can deliver Hollywood movies, live and catch-up TV and VoD to drive traffic onto their networks, retain subscribers and increase ARPUs. The advantages of an iTaaS platform are just as relevant for operators in developed and emerging markets. iTaaS brings much advanced functionality to service providers looking for a single platform to deliver OTT TV Everywhere, such as:

- **Robustness:** can cope with hundreds of millions of daily multi-screen interactions with the additional bonus that operators and system integrators can integrate elements of a media distribution solution
- **Better targeting:** allows for more precise targeting via the creation of packages tailored to the customer's needs
- **Seamless integration:** built from modules that work together and integrate with existing network and back office infrastructure and systems to deliver movies, live TV, catch-up TV and VoD
- **Flexibility:** can be deployed in three months or less. UUX provides platform elements that fit in with existing businesses or ecosystems. The UUX approach offers additional flexibility to adapt to existing and future customer needs
- **Unified User Interface (UI):** enables discovery, control and consumption of a variety of different content across all Internet connected devices and screens
- **Private Cloud compatible:** carriers who opt for a private cloud approach can rely on iTaaS and load it onto their own private cloud
- **Monetization opportunities:** designed to provide content owners, integrators, media companies and operators of fixed, mobile and TV networks with the best route to OTT profitability
- **Reduced CAPEX:** provides a one-stop shop for network operators to launch an Internet TV service, without the cost and complexity of traditional on-premise software systems.