
Best Practices for

Launching a TV Service

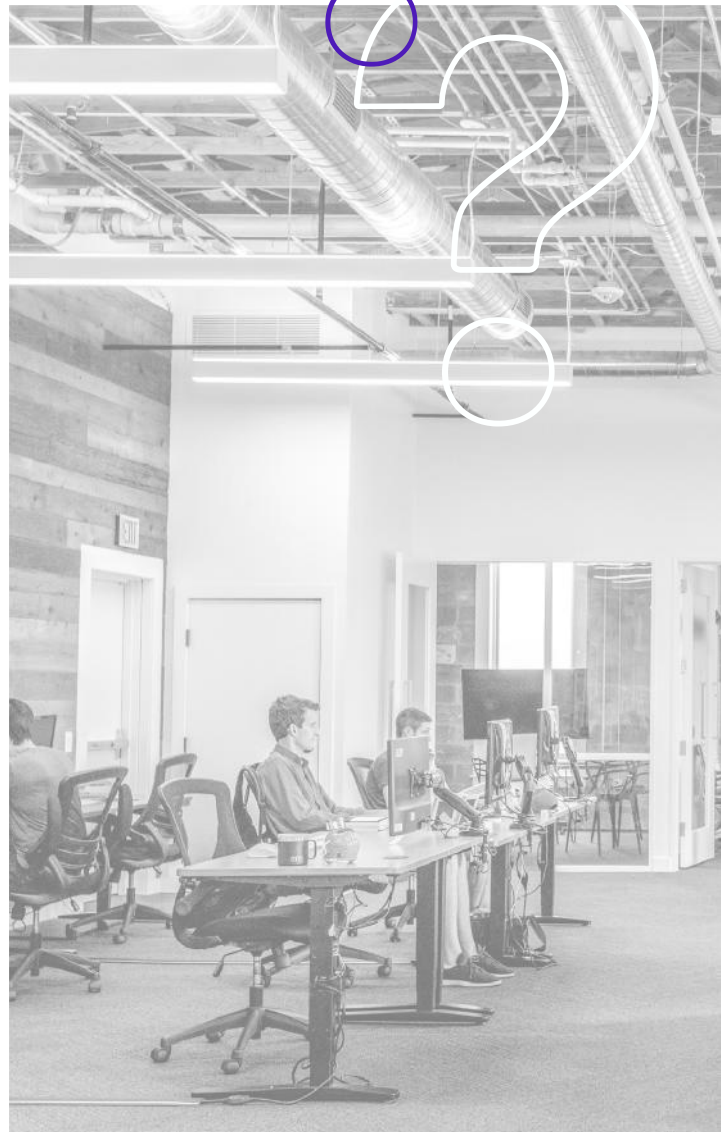


Introduction

If you're launching a TV service, you have a lot of choices to make — which means you likely have a lot of questions.

- Should you build and code your own platform?
- If you have a third party build your platform, are you afraid you'll lose control of the software?
- How do you choose the right set-top-box?

Fortunately, we've asked over 100 successful TV operators for their best advice when it comes to launching a new service. Here's what a few of them had to say.



Analytics Are Key



Understanding where your customers are, how they behave, and how to satisfy them is an ever-changing effort.

There is no doubt that one of the things that has made Netflix wildly successful is its ability to A/B test and turn analytics into action. At any given moment, the platform has hundreds of variations running to figure out what works for their customers – and what doesn't.

Have an idea? Test it with a small group and measure the impact on your customer base. Understanding your subscribers and their devices is the first vital step in enhancing and growing your business. Without that insight, you're driving blind in many cases. Analytics and activity dashboards can help you monitor loads on your system and decide how often you should update.

Pinpointing the right data to visualize is the first step to gaining actionable insights.

The appropriate business organizations need to have easy access to detailed data so they can respond to latency issues, preventing viewer dissatisfaction and costly subscriber churn. Monitoring features can be used to track latency and receive alerts any time a viewer experience falls short. Customizable real-time dashboards help you find actionable data to enhance user experience — identify playback issues, optimize service performance, and streamline network operations.

Don't Rely Too Heavily on RFPs

It's important to dot your I's and cross your T's, especially when you're vetting possible third-party vendors for your workflow.



Every member of the technical department has a vested interest, so there are naturally hundreds of questions that will arise during the process of choosing partners.


But does every question belong in an RFP? Is there a way to make the vetting process easier – for all parties involved? Before plugging every question into an RFP, it is valuable to ask yourself a few. For instance:

- **What ready-made solutions are already out there?**
- **What can be used today? What makes sense for the business?**
- **What vendors fit with the flare of the organization and its style of communication?**

Traditionally, RFPs are followed by workshops – but why isn't it the other way around? Workshops followed by RFPs would give operators and vendors a chance to talk with each other, determine whether they see eye to eye, and see if they can share a future vision.



Choose the Right Playback Device

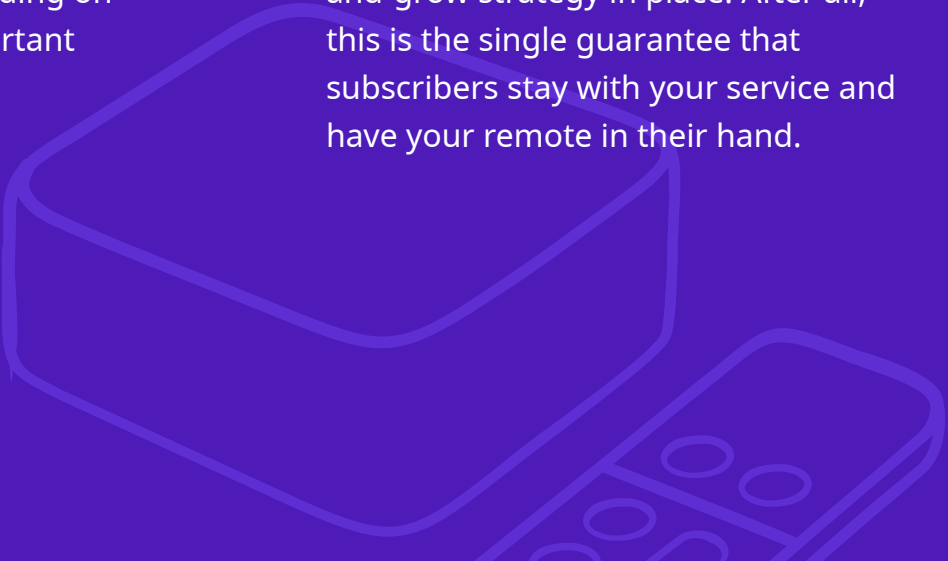


Playback devices like set-top-boxes can be a big cap-ex. However, this is not somewhere you want to cut corners in order to save a few dollars.

Making the wrong decision could mean that you end up with technology that's out of date within a few years, or (even worse) that you invest in low quality set-top-boxes that break quickly. Ask around, get recommendations and select a reputable provider. When deciding on your playback device, it's important to consider:

- **The Platform**
- **Upgradability**
- **Security Features**

To strike the right balance, operators should choose a cost-efficient, yet future-proof set-top-box or rely on alternative off-the-shelf playback devices such as Smart TV, Roku, Apple TV, etc. Make sure to factor in future subscriber growth and have your cap-and-grow strategy in place. After all, this is the single guarantee that subscribers stay with your service and have your remote in their hand.



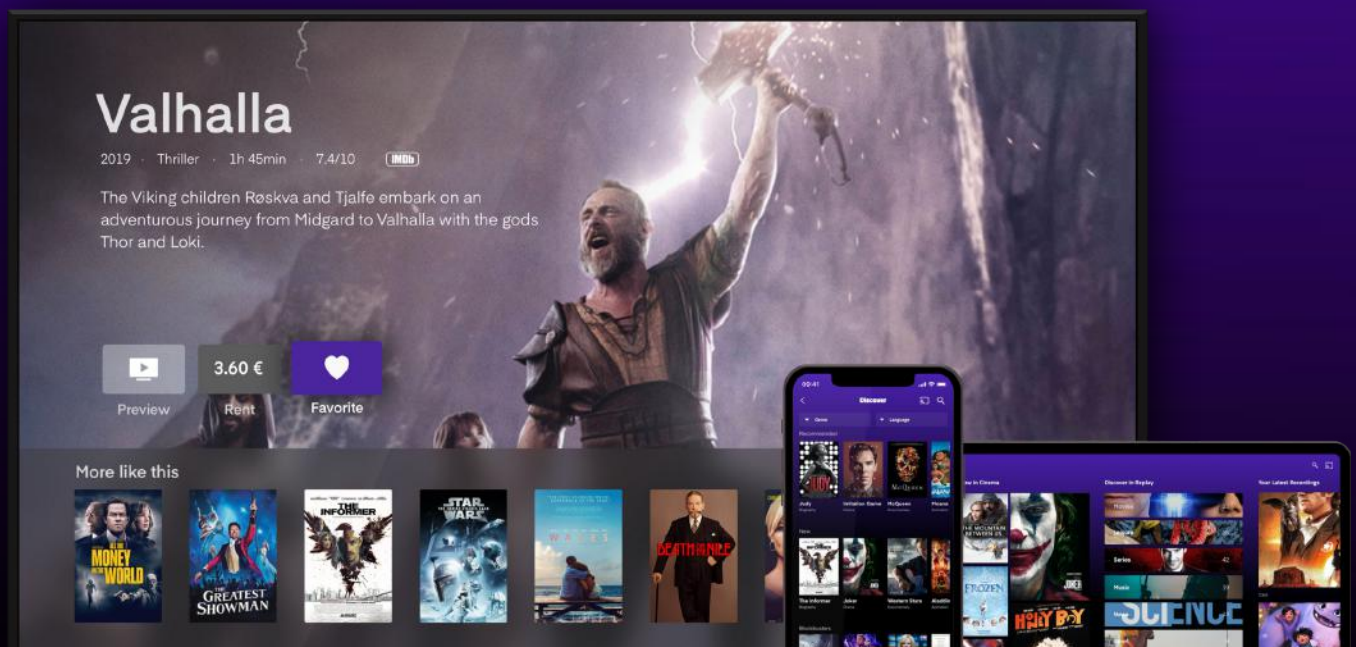
Introducing Stratos: Everything you need to launch a successful TV service



Stratos is a unified TV platform that combines user experience, security and set-top boxes by recognized industry experts.

Centrally managed and delivered from the cloud to all devices, including a full range of set-top boxes, Stratos is fully pre-integrated and boasts unified pricing with no hidden fees.

It's simple to deploy and manage with a single point of contact, delivering an unparalleled user experience with a UI that is easily customized and available on multiple devices.



Introducing Stratos: Everything you need to launch a successful TV service



CAPEX vs. OPEX Costs with Stratos

There is also a cost benefit, though it would be wrong to suggest that cloud computing is necessarily cheaper than the on-premises alternative. The main impact of cloud is that what previously were capital expenditure costs (capex) become operating expenditure (opex), with the ability to go down when business activity slows, the classic example being toy retailers in January, once the Christmas rush has passed, not requiring the same level of IT infrastructure it did during the fourth-quarter rush. Capacity can literally be spun down, as well as up.



An App for All Devices and Platforms

With advanced HTML5 apps you only need to develop once and deploy everywhere across all screens. This ensures a consistent look and feel as well as the flexibility to add or remove features as required. The platform has a powerful universal search that allows your customer to easily find and consume content while a powerful recommendation engine keeps viewers engaged based on preferences and viewing habits.

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Backend Tools for Operators

The unified console supports content management, UX management and offer management from the cloud to provide access to the system from anywhere. Make changes to UX layout, and content bundles and deploy them instantly to your subscribers or in stages to A/B testing groups.

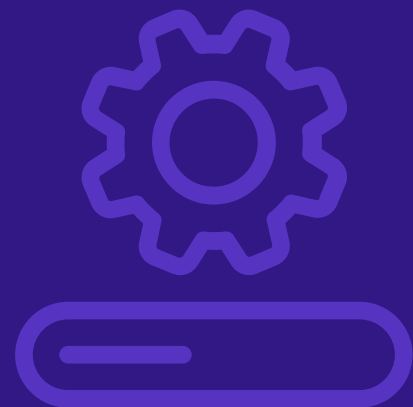


Studio-Grade Security & Actionable Insights

Leverage built-in security that protects your content library from piracy and safeguards your entire platform. Gain actionable insights and monitor the load on your system with customizable activity dashboards – while keeping user data secure. Easily access data about quality of service, viewership, and segmentation.

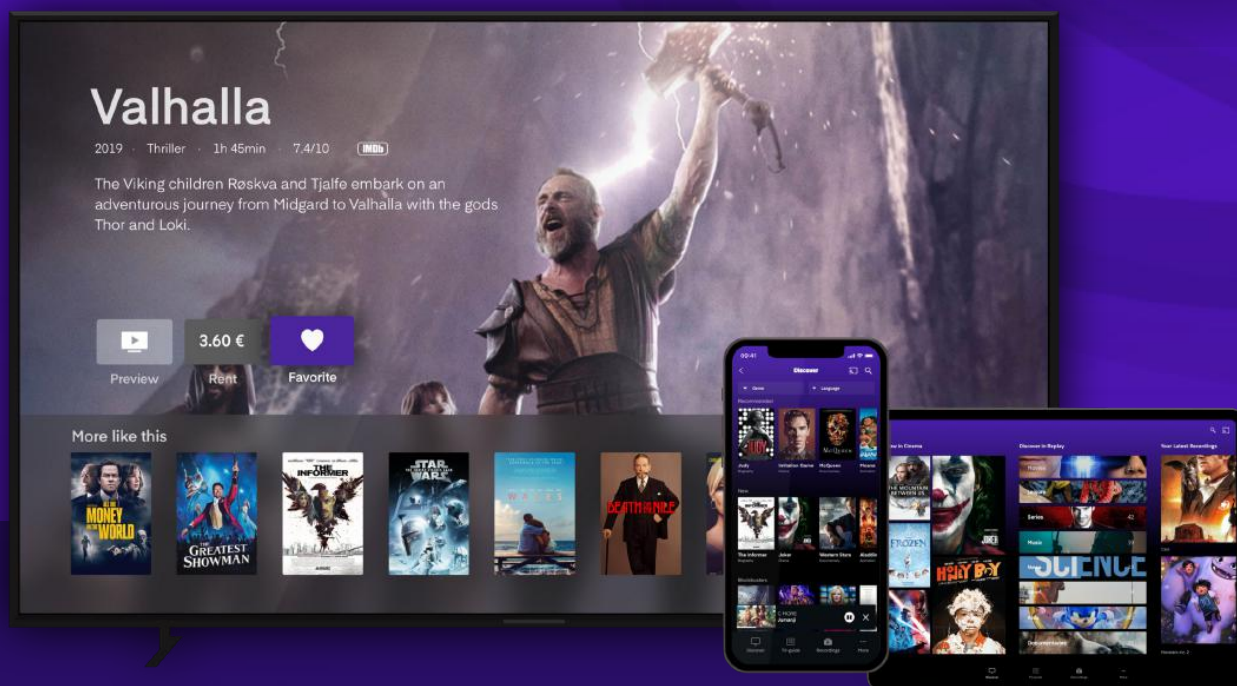
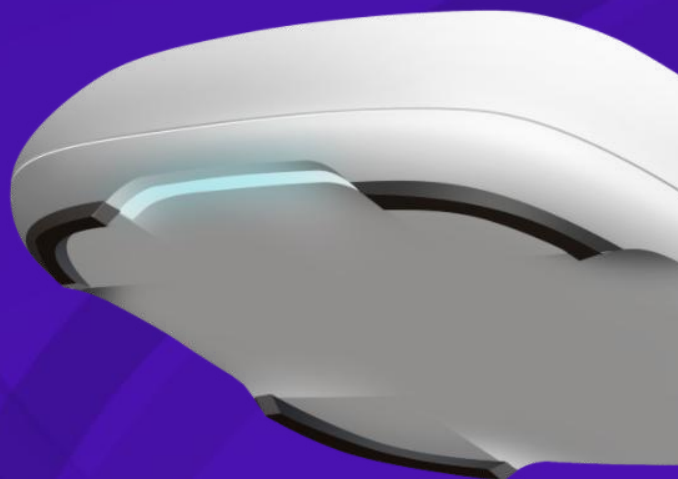
Easy, Automated Updates

With Stratos, operators can be sure they always have the latest technology. Undisruptive upgrades occur seamlessly, with no planning or downtime necessary. This means that Stratos is a future-proof solution that only gets better over time with features added automatically.



Experience the Freedom & Flexibility of Stratos

We make it easy for you to pick your next TV & VOD platform and ensure you get the freedom you require. [Get in touch](#) with the Stratos team to discuss your content delivery needs.



A Powerful Collaboration Bringing You the Best of Breed Solutions

24i – Complete video platform

24i offers a fast, cost-effective route to video streaming success on all consumer devices. Its expertise and end-to-end software solutions enable pay TV operators, broadcasters, and content providers to launch and efficiently operate elegant streaming video user experiences that grow their brands and revenue.

Founded in 2009, 24i is an Amino Technologies plc (LSE AIM: AMO) group company headquartered in Amsterdam, with offices in Los Angeles, New York, Guadalajara, Buenos Aires, Brno, Helsinki, and Madrid. It is an OTT and streaming video expert, with over 250 customers in 100 countries.

24i software solutions maximize flexibility: enabling customers to launch an SVOD service in four weeks, or a full Pay TV service in five months. 24i's experience, solutions and partnerships meet the business and technology goals of video businesses globally.

To learn more, visit www.24i.com

EKT – Advanced set-top-boxes

Since 2007, EKT has been the partner of choice for many operators around the world delivering 1-way solutions as well as connected STBs for IPTV/OTT/Cable/Satellite/Terrestrial and ISDB-T.

Delivering a wide range of products, from Zappers to Advanced Hybrid Set Top Boxes, Operator TVs and Modems, EKT is one of the few business partners to offer a true one-stop solution for Operators. Certified and integrated with many CA, DRM and licenses, EKT is a partner of choice for many tier 1 operators around the world. Furthermore, EKT delivers ODM design services for consumer and professional electronics.

To learn more, visit www.ekt-digital.com

Verimatrix – Security and analytics

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and livestreaming sports, to sensitive financial and healthcare data to mission-critical mobile applications.

We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams and win new business.

To learn more, visit www.verimatrix.com

Broadpeak – Video delivery components

Broadpeak designs and manufactures video delivery components for Content Providers and Network Service Providers deploying IPTV, Cable, Satellite, OTT and mobile services.

Its portfolio of solutions and technologies powers the delivery of movies, television programming and other content over managed networks and the internet for viewing on any type of device. The company's systems and services help operators increase market share and improve subscriber loyalty with superior quality of experience. Broadpeak supports all of its customers worldwide, from simple installations to large delivery systems reaching capacities of several million simultaneous streams.

To learn more, visit www.broadpeak.tv