

A large, stylized orange arrow pointing to the right, with a white outline, positioned behind the text.

High performance. Delivered.

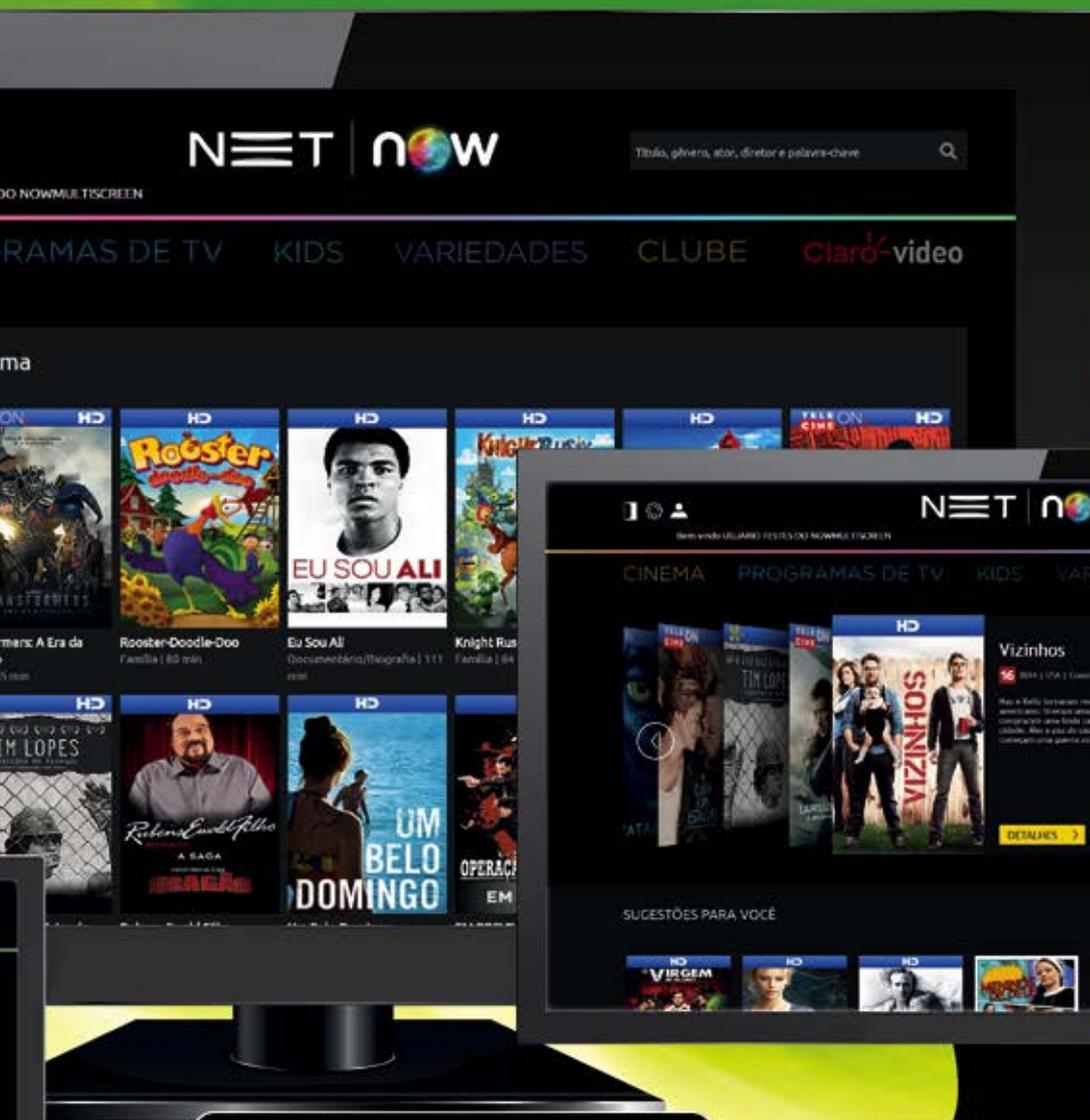
NET.

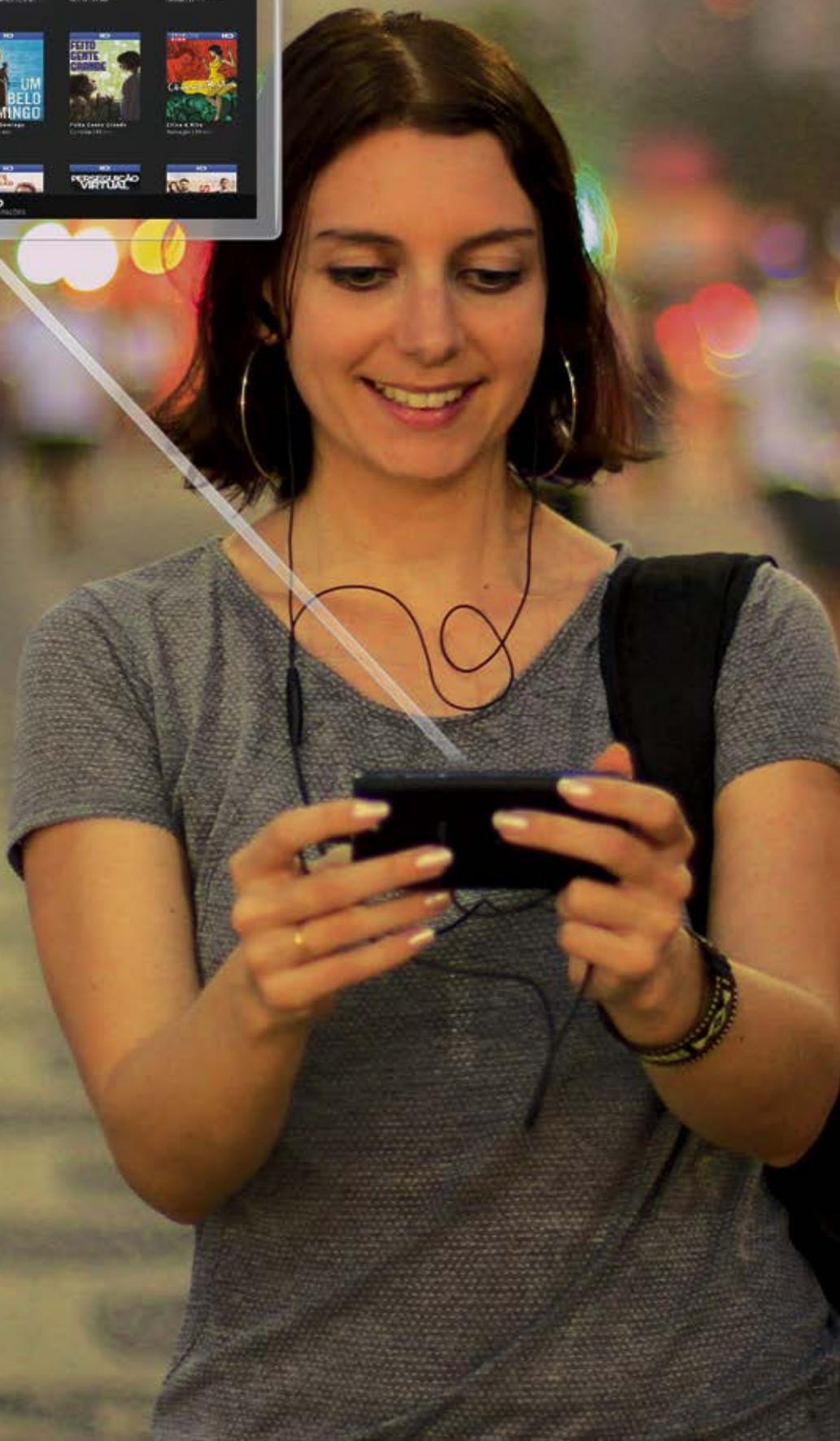
Accenture helps NET to extend its video-on-demand services to multiple devices.

In the volatile new media and entertainment ecosystem, two things are certain: disruptive trends will continue to emerge and consumers will keep on demanding more and more from their screens of choice.

By extending its NOW video service to multiple screens, NET has secured its status as Latin America's most advanced next-generation content provider. Consumers can now access a rich catalog of titles across a broad range of devices – smartphones, tablets and PCs. Based on Accenture Video Solution software, the new multi-screen NET NOW video-on-demand service has enabled the company to take control of its service roadmap for the digital age.







Overview

NET is part of the largest telecommunications and entertainment company in Latin America and one of the fifth largest cable operators in the world. The company currently serves more than eight million households in Brazil with a combination of fixed and mobile services.

Like all media and entertainment businesses, NET is operating in a world that is being transformed by digital. Explosive growth in the number and variety of connected screens means that viewing habits are changing beyond recognition.

According to Accenture's 2015 Digital Consumer Survey¹, consumers now use their connected screens to obtain a sizeable portion of their entertainment online (the survey reveals that 39 percent of them watch full-length movies or TV shows over the internet on a daily basis.)

Hand-in-hand with this trend, the survey highlights an explosion in the number and variety of connected devices, with increasing numbers of consumers now owning a combination of devices.

Smartphones, tablets and HDTVs top the list of devices that consumers plan to buy in the next year (the global installed base of TV-centric

connected devices topped one billion units in 2013, and will exceed two billion by 2017²).

To thrive in this complex new ecosystem, media and entertainment businesses must adapt fast to changing consumer needs, as well as reimagining how they operate.

Legacy capabilities built around silos cannot provide the strategic agility needed to meet evolving consumer demands for content. Nor will they provide the flexibility to compete with younger businesses that have, from the outset, built their organizations around new technology and data-driven insight.

1. <http://www.accenture.com/us-en/Pages/insight-digital-consumer-survey-communications-media-technology.aspx>

2. http://www.smartgroup.org/industry-news/tv-centric-connected-devices-to-exceed-2-billion-by-2017/?utm_source=rss&utm_medium=rss&utm_campaign=tv-centric-connected-devices-to-exceed-2-billion-by-2017



Opportunity

As an innovative and dynamic player in the Latin American marketplace, NET had launched "NOW", its video-on-demand service for TV, in 2011. Supported by speeds of up to 120 Mbps delivered via its broadband network, the NOW service, along with NET's "Combo Multi" package, revolutionized the Latin American market as the first package to combine mobile and fixed telephone services with traditional and on-demand Pay-TV.

NET recognized that it needed to adapt its offering to fast-changing

consumer demands. Crucially, the company understood that the ability to create, bundle and target multiple personalized content offerings at different price points, and across multiple screens, would be a key differentiator.

Provided it could move at speed to enable this capability, NET would have an unprecedented opportunity to set itself apart from the competition and establish closer relationships with its audience. By extending its NOW video service to multiple screens, NET would enable

its users to access and control content on their devices, whenever and wherever they choose.

In a market where personalization has become an essential requirement for content service providers seeking to maximize user retention, asset utilization and content monetization, this would be a key capability. With a seamless, integrated experience for consuming digital content, NET subscribers would be in the driving seat – and NET would remain at the forefront of the Latin American media and entertainment industry.



Solution

NET collaborated with Accenture to extend its existing NOW video-on-demand service to multiple devices – in just six months. Based on Accenture Video Solution, the new NOW service provides a seamless, integrated experience for consuming digital content – fulfilling the demands of NET's highly connected and mobile customers for “anytime, anywhere, anyhow” access.

Facing a challenging implementation deadline, and needing to provide numerous functionalities across multiple devices, the company was looking for a partner with a proven track record in proprietary video content delivery and content management solutions. The company was already familiar with Accenture's deep digital video specialization, global industry understanding and knowledge of communications network technologies. On top of this, NET recognized the power of the Accenture Video Solution (AVS) for enabling the advanced personalization and multi-device user experience that was so essential. With this in mind, it selected Accenture as its partner for the journey ahead.

AVS, the foundation for the successful outcome that followed, is an innovative video platform that delivers a seamless, content-rich, high-quality user experience to all devices. As a pre-integrated platform based on Accenture-owned software, AVS manages all integrated content and business workflow around OTT, enabling content management, delivery and monetization within the same solution. Because AVS is deployed and operated as a managed service, it would enable NET to launch its NET NOW VOD service rapidly and cost effectively, while the use of open standards would facilitate integration with other applications.

Beginning in September 2013, NET and Accenture began mapping the architecture and design that would be needed to deliver NET's new video-on-demand service. During this initial phase, the Accenture team secured a detailed understanding of NET's strategic priorities, as well as developing a clear roadmap for the transition ahead. In a highly complex project of this type, it was essential to spend time detailing the functional components for the new video platform, including the modular and agnostic approach needed to accommodate multiple devices and networks.

Accenture and NET worked together to design the components for the new service. Once these were agreed, NET selected AVS as the preferred orchestrator for its video content. The stage was set for an accelerated roll-out of the new NOW. Starting December 2013, teams from the two organizations began the complex integration of products and legacy systems that would be needed to create a new service delivery platform. The project included a number of core requirements, including:

- Building an IP ABR (Adaptive Bitrate Streaming) video headend able to transcode and package content in real time, upon user request, reducing the investment needed to prepare and store multiple formats
- Extending the existing VOD service proposition beyond TV, delivering the same user experience to computers, tablets and

smartphones, enabling users to fully access, navigate and control their content from multiple devices

- Designing the foundation of an open, cloud-based video back-end able to integrate all future devices and service capabilities in order to satisfy customer demand for flexible content consumption and new forms of content monetization.

Compatibility with a wide range of formats was essential – from iOS, Android tablets, PCs, Macs and smartphones (iOS, Android). The seamless consumer experience was enriched by the ability to switch across devices. Additional services such as VOD start and resume, and rating ensure that NOW provides a true multichannel and convergent digital media experience.

Of vital importance, NET now has a future-ready platform for growth. Márcio Carvalho, marketing director at NET, explains: "This new video architecture enabled the timely launch of new functions and services, giving us greater control of the product roadmap. To sustain our video distribution leadership in an increasingly competitive Brazilian marketplace, we need flexibility, cost effectiveness and speed. The new NET is built around these must-have requirements."

Key Results:



NET was ready to take its offering to market within six months.



NET can deliver a truly digital customer experience while driving down costs.



With Accenture continuing to provide 24/7 application and infrastructure support, NET benefits from a low total cost of ownership and can offer its large selection of titles at extremely competitive prices.



By offering the new NOW service free of charge to subscribers of its HD package, NET has been leveraging the solution to drive loyalty amongst existing customers

Results

Within six months, the combined NET/Accenture team implemented and launched a groundbreaking, flexible and future-ready multi-channel service delivery capability. This innovative video-on-demand service has made it possible for the company to take control of its digital destiny in an increasingly competitive and fast-moving marketplace.

By collaborating with Accenture and using AVS as the technology platform, NET has been able to offer its customers an innovative multichannel VOD service. AVS's high level of industrialization meant that NET was ready to take its offering to market within six months. With its extensive content catalog, NET can now provide its customers with a differentiated, truly digital service while achieving significant cost efficiencies in its operations. Additionally, with Accenture continuing to provide 24/7 application and infrastructure support as the managed service provider, overall low total cost of ownership for NET means that its

wide catalog of titles can be made available at attractive price points.

NET now has central management control of the end-to-end user experience. This means the NOW team can rapidly introduce changes to the content catalog, tailor new campaigns, create flexible price packages for individual users, and test "work in progress" concepts.

By offering the new NOW service free of charge to subscribers of its HD package, NET has been leveraging the solution to drive loyalty amongst existing customers. Looking ahead, lots of opportunities are open for further monetization and development of new services.

With the traditional TV business model changing forever, content service providers must constantly reinvent themselves to stay relevant. NET has done just that by launching its new NOW service in collaboration with Accenture. With AVS at its heart as the core content management, hosting and delivery solution, NOW differentiates NET in an extremely competitive marketplace while giving the company control over its digital destiny.

Adalberto Leidenfrost, Accenture managing director and project lead, sums up: "With the addition of the multi-screen capability, NET NOW keeps on evolving as one of the most advanced next-generation video services in Latin America – and it will continue to play an important role in the growth of video services across the region."

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 305,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

Accenture Project Team

Angelo Morelli
Managing Director

Adalberto Leidenfrost
Managing Director

Cesar Gabas Hirooka
Managing Director

Marcelo Manta
Senior Manager

Alessandro Bonazzi
Senior Manager

Pierluca De Maria
Senior Manager

Antonio Melillo
Manager

Rodrigo Lopes
Manager

Antonella Libonati
Manager

Luca Ninivaggi
Consultant

Fernando Franciscão
Manager

André Gatti
Managing Director