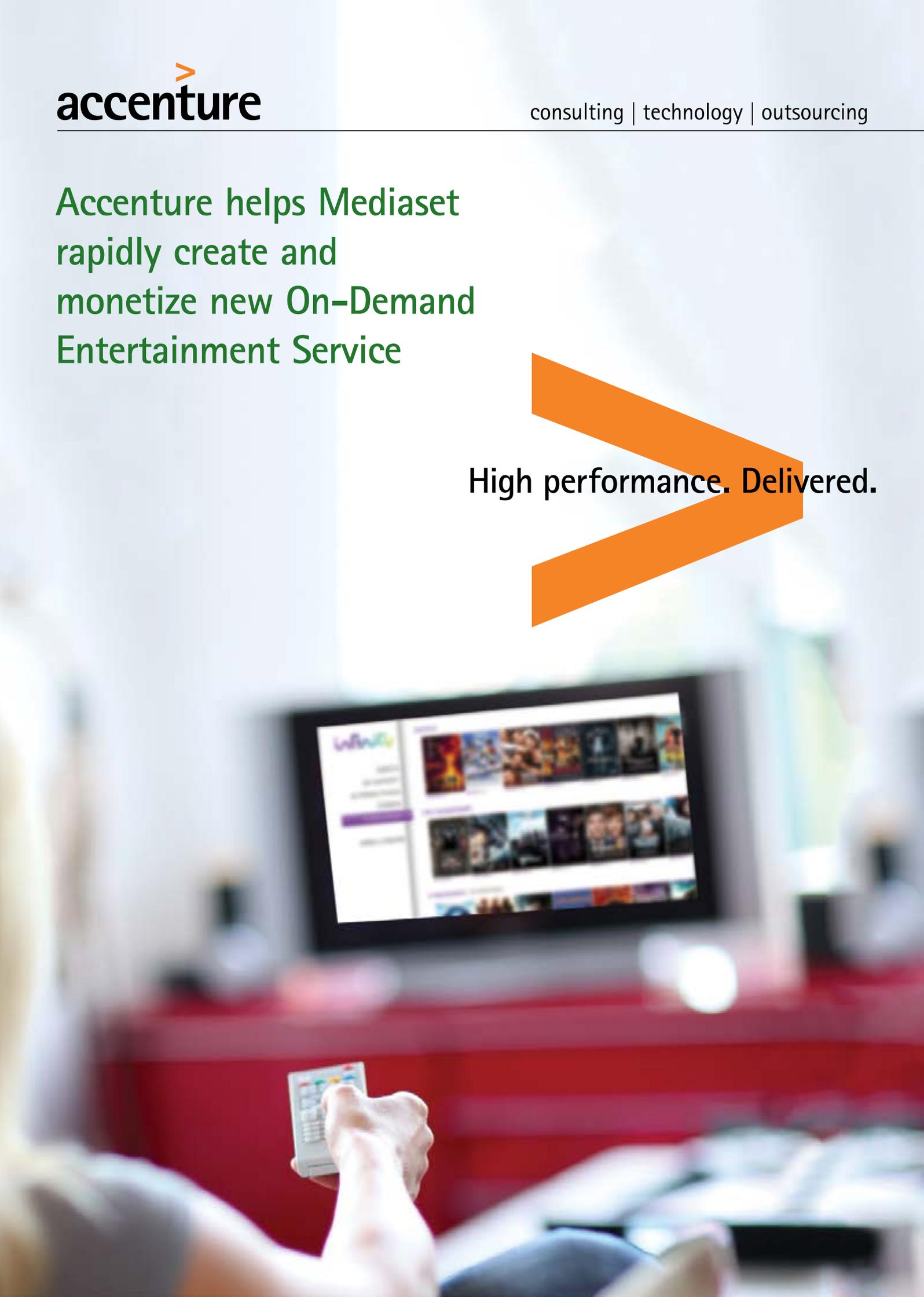


Accenture helps Mediaset  
rapidly create and  
monetize new On-Demand  
Entertainment Service



High performance. Delivered.



Today's tech-savvy, on-the-go consumers seek personalized television and video content at the time and place of their own choosing rather than being tied down by a broadcast schedule. The majority of these consumers are powered by multiple new devices and want their content to be fluid: immediate, flexible and accessible on the screen of their choice.<sup>1</sup>

Now with Infinity, Mediaset's award-winning and disruptive multiscreen OTT TV service, they can access a rich catalog of more than 7,500 select titles on a multitude of devices—from smartphones, tablets and even gaming consoles to smart TVs and set top boxes. Based on Accenture Video Solution software, Infinity offers Mediaset's customers a highly personalized and seamless user experience.

<sup>1</sup>Accenture Pulse of Media survey: Mastering disruption in the digital world

<sup>2</sup>PWC – "Entertainment & Media Outlook in Italy 2012-2016"

<sup>3</sup>Accenture Video-Over-Internet Consumer Survey 2013

## Business background

RTI Mediaset is the largest commercial television (TV) broadcaster in Italy and a major media company in Europe. With sales of €4 billion, Mediaset operates a wide range of media and broadcasting businesses including free-to-air, digital terrestrial, satellite television and pay TV, Web, and mobile media.

The television industry has been in a state of churn with consumers no longer content to follow the dictates of broadcasters on what they should watch, when and for how long. More tellingly, TV is no longer the first screen to which viewers turn for entertainment—it is now just one of many options. Consumers are increasingly moving away from the traditional TV box to the convenience of watching videos anytime, anywhere on a multitude of IP-enabled mobile devices, powering a growth in Over-the-Top (OTT) TV. The Italian TV industry too is no stranger to these changes and industry analysts<sup>2</sup> expect the Italian OTT TV market opportunity to double in three years.

At the same time, new consumer behaviors such as cord-cutting, binge viewing and multiscreen viewing, are redefining the way viewers consume media today. According to Accenture's global Video-Over-Internet Consumer Survey 2013, more than 90 percent of consumers globally now watch video content over the Internet, using all available connected devices—from the PC and tablet to smart TV, smartphone and gaming console.

## Business challenge

An innovative and strong player in the Italian market, Mediaset had launched Premium Play in 2011, the first OTTV offering in Italy and among the first in Europe, with Accenture managing this strategic program end to end.

As the market matured, Mediaset saw an opportunity to expand its customer base by capturing new target groups that seek an enhanced and truly mobile multimedia experience.

These consumers are willing to pay for a personalized, on-demand and seamless multiscreen experience, provided they have access to a good selection of content<sup>3</sup>. To meet the demands of these tech-savvy consumers, Mediaset invested in a brand new OTT offering—Infinity—with simple access to a catalog of more than 7,500 titles at a competitive price. The offering would also help Mediaset rapidly monetize its rich digital content catalogue while helping the company leapfrog the local and international competitors through faster time to market.

Personalization has become an essential requirement for content service providers who want to maximize viewer retention, asset utilization and content monetization. Therefore, Mediaset decided to focus on personalized discovery, content availability and simplicity with a coherent and seamless user experience across multiple devices.



## How Accenture helped

Mediaset collaborated with Accenture to develop Infinity, an innovative OTT TV solution for a multidevice ecosystem in Europe, in just 3 months. Based on Accenture Video Solution, Infinity delivers seamless, convergent digital video services to fulfill the 'anytime, anywhere video on demand' requirements of Italy's highly connected and mobile consumers.



Having worked with Accenture on several strategic programs such as Premium Play over the years, Mediaset was already familiar with Accenture's digital video specialization, noteworthy credentials, deep industry understanding as well as knowledge of communications network technologies. In addition, Accenture's proprietary video content delivery and content management solutions complemented Infinity requirements, making it a natural ally for the program.

Mediaset selected Accenture Video Solution (AVS) as the key technology platform to launch Infinity with advanced personalization and multi device user experience. AVS is an innovative video platform that delivers a seamless, content-rich, high-quality user experience to all devices and is able to manage the entire integrated content and business workflow around OTT. It comprises a pre-integrated platform based on Accenture-owned software components and enables content management, delivery and monetization within the same solution. And because AVS is deployed and operated as a managed service, it enabled Mediaset to launch Infinity rapidly and efficiently in time for the Christmas holiday period with just 12 weeks of time-to-market and an extremely low total cost of ownership.

Accenture and Mediaset worked in close collaboration to create a content catalogue with more than 7,500 titles from studios and Mediaset internal production, transcoding them into widespread video formats and protecting them with safest DRM technologies. To meet the challenging time line, Accenture used AVS' dynamic-scaling workflow technique to ingest, transcode and protect up to 600 hours of video in a single day. This involved using a large on-premise multi-format transcoding farm and balancing the overload to an external cloud-based transcoding farm.

To significantly enhance the number of devices served, titles were made available in widespread adaptive streaming formats such as Smooth Streaming, HTTP Live Streaming and MPEG DASH and protected with Microsoft Playready, Marlin and Nagravision DRM technologies. The service is therefore compliant with the requirements of all major film studios.

In parallel, Accenture used AVS to implement a commercial strategy for the offering without any need to invest in complex customer relationship management (CRM) and customer interaction platforms thus reducing the total cost of ownership. AVS enabled Mediaset to create Infinity's commercial catalogue, business policies, commercial campaigns, promotions, discounts, vouchers and various payment methods for subscribers. Infinity's commercial model allows customers to pay only for actual usage through several payment methods such as mobile payment, PayPal and credit cards.

The biggest challenge was delivering, managing and operating more than 7,500 high definition (HD) video titles to Infinity customers for viewing anytime, anywhere and on multiple devices. Available in multiple languages, many of the videos carried subtitles as well and needed to be compatible across several device families—iOS, Android and Windows 8 tablets (including Apple iPad, Amazon Kindle, Samsung, Acer, LG, Asus), personal computers, Macs, gaming consoles (PlayStation 3 and 4, Xbox One) and smartphones (iOS, Android, Windows 8) to Smart TV (Samsung, LG); HD digital terrestrial decoder and the innovative Google Chromecast. Accenture's 20 years of experience in video business strategy and technology, coupled with the robust technological capabilities of AVS, ensured a highly responsive and adaptive service that delivers a smooth viewing experience to Infinity customers.

This unprecedented anytime, anywhere video consumer experience is further enriched by the ability to switch across devices in a completely smooth and seamless manner. Consumers are able to manage their personal profile through a comprehensive self-care feature or reach out to integrated and real-time customer care for support and inquiries via Web chat and social networks. In addition, the customers can access features such as service registration and subscription, video on demand (VoD) start and resume, content download and rating as well as personal bookmarks for favorite series, seasons or episodes, thus enjoying a true multichannel and convergent digital media experience.

**According to Chiara Tosato, Chief Sales and Marketing Officer, Mediaset Infinity, "The launch of Infinity is a major landmark in our quest to bring innovative and compelling services to our customers. With Accenture as our natural innovation ally every step of the way, we had access to the latest in technology, solutions and industry knowledge to convert Infinity from a vision into one of the most successful OTT offerings in Italy."**

The Infinity VoD catalog boasts of 10,000 hours of movies, cartoons, TV series, fiction and much more with audio and subtitles in several languages. AVS' rich video player enables Adaptive Video Streaming experience and DVD-like controls. Breaking new ground, Infinity became the first OTT TV offering on Sony PlayStation 4 gaming consoles in Italy and offered "Download & Go" feature on iOS, Android and Windows 8 devices that allows users to download content and play it in offline mode. It also allowed full integration with popular social networks and social TV to cater to the always-connected target user groups.

## High performance delivered

Within six weeks of Infinity's launch in December 2013, more than 600,000 users registered for the service, creating an unprecedented level of adoption around one of the most varied and personalized video libraries in Europe. The popularity of the service was further underscored when it won the Best Pure On-line Player in the Best E-Tailer category at the Innov@Retail Awards 2014.<sup>4</sup>

By collaborating with Accenture and using AVS as the technology platform, Mediaset has been able to offer an innovative OTT TV service to its consumers. AVS' high degree of industrialization enabled Mediaset to take the offering to market within 12 weeks, thus gaining the first mover advantage in the Italian market. The entire content catalog and distribution is fully available on cloud, enabling a faster and better customer experience while driving down the costs for Mediaset. In addition, with Accenture providing 24x7 technology infrastructure and application support as the managed service provider, Mediaset benefits from a very low total cost of ownership and is able to offer such a large catalogue of titles at highly competitive prices.

AVS enables Mediaset to create unique consumer profiles across a wide range of devices, offering a seamless and coherent user experience with a unified multi-channel architecture that provides specific content to each device and screen. Depending on device type, a wide range of adaptive video formats such as Smooth Streaming, HLS and MPEG DASH are available in several profiles to cover all bandwidth needs.

The platform also delivers a single central management point that controls the entire user experience, enabling the Mediaset team to ingest new content, create ad-hoc campaigns, push higher-margin content and test new features and content before deploying changes to the entire audience. It also allows Mediaset to run special campaigns, offer trial periods and create dynamic discount policies based on a user's profile. All these elements come together in the Infinity solution to enable end-to-end control of each viewer's experience across all of their devices.

Most importantly, Infinity offers the consumers a unique and convergent user experience that can be seamlessly replicated across all their devices. With thousands of titles on offer, users have access to a massive searchable content library at all times, creating an intimate, personal experience for each viewer. And this in turn drives wider adoption and encourages much higher content consumption—helping Mediaset realize greater sales and revenue.

**Gino Galassi, Managing Director, Accenture Software Digital Services and AVS Product Line Lead, "As the traditional TV business model unravels under the onslaught of changing consumer demands and technology advances, broadcasters need to constantly reinvent themselves to stay relevant. And Mediaset has done just that by launching Infinity in collaboration with Accenture. With AVS at its heart as the core content management, hosting and delivery solution, Infinity provides a compelling and differentiated experience—bringing in a new level of consumer engagement typical of the online world."**

As consumers get more comfortable in using more than one device it has become important for broadcasters and content providers to follow them across all devices, offering compelling content propositions and a consistent user experience. Infinity fulfills all these requirements and goes one step forward with several innovative features such as social integration. By launching Infinity in collaboration with Accenture, Mediaset has not only offered its customers a unique, convergent, seamless and multiscreen personalized experience but has also firmly established itself as the leading player in the market place.

<sup>4</sup><http://st.formazione.ilsole24ore.com/a/retailaward>



## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 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\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is [www.accenture.com](http://www.accenture.com).

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