

# Mediaset and Accenture: Premium Redefined

Accenture helps Mediaset extend its OTTV leadership by providing its entire PayTV offering over IP through Premium Play and Premium On Line

A large, stylized purple chevron graphic pointing to the right, positioned behind the text.

High performance. Delivered.

Accenture helped Mediaset, a major European media company, offer its clients a full range of pay TV content including all UEFA Champions League football matches in HD. This streaming is offered exclusively by Mediaset through an OTT service that extends the company's already leading-edge over-the-top video (OTTV) capabilities. The OTT service is available to Mediaset Premium clients both as a value-added service within the DTT pay TV subscription and as a pure digital and standalone OTT service for cord-cutters unhappy with traditional PayTV.

Mediaset Premium Play (the value-added service included in the DTT pay TV subscription) and Premium On Line (the pure digital and stand-alone OTT service), includes a library of more than 6,000 items spanning from series to cinema, documentary and TV shows, more than 30 linear channels and a wide-range of sports, including football with a three-year exclusive UEFA Champions League and Italian Series A League.

Rolled out in just five months, Mediaset Premium Play and Premium On Line delivered gains: The service is now available through a range of devices including PC, smartphone, tablets, game console, smart TV, Chromecast and STBs providing a seamless video experience making the "TV everywhere" paradigm a reality.

Mediaset's Premium Play service combines the intelligence and power of the Accenture Video Solution (AVS)

platform – already used by more than 60 million people on countless devices – with the scalability of the Amazon Web Services (AWS) cloud. AVS dynamically provides the infrastructure capacity needed to stream matches based on the number of concurrent users. This feature enables Mediaset to avoid the expense of acquiring additional hardware as the number of subscribers increase, using only the resources needed at any point in time.

## The new platform almost immediately logged impressive audience numbers:



**1 million**

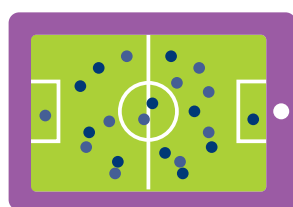
accessed the service in the first five months, with an average of more than

**250,000**

unique users daily and more than

**600,000**

unique users per month.



The service captured more than

**120,000** unique

users for Champions League matches—

**10%** of the

audience of linear channels.



Within a few months after launch, Premium Play and Premium On Line tracked more than

**15 million**

monthly playbacks, representing almost

**500 million**

minutes of content.



# Premium Play and Premium On Line build on the latest version of AVS and on a track record of success

For years now, Mediaset and Accenture have worked together at the forefront of innovation in digital video. In 2011 they launched the first release of Mediaset's Premium Play, the first and most innovative European OTTV and in 2013, they released Infinity, the first Italian pure OTT service recognized as, "Best Pure Online Player" at the Innov@Retail Awards for 2014.

How were Premium Play and Premium On Line launched so rapidly? The AVS platform was able to easily support multiple commercial models (SVOD, TVOD, pay per event, ad funded) and the Accenture Digital Delivery Factory allowed for the design and delivery of a completely brand new interface on any device through state-of-the-art DevOps methodologies.

Premium Play and Premium Online are supported by Accenture Video Analytics (AVA). AVA provides real-time insights about service performance and customer user experience. Leveraging these insights, Mediaset Premium can adjust its commercial offers and content strategies according to customer behaviors—optimizing ARPU and supporting customer growth.

Premium Play and Premium Online are operated by Accenture. The Accenture Operation team is committed to providing the highest level of service and brings a combination of video experience and leading-edge technology through AVS.

Looking at just one effort gives insight into the challenges involved: Consider live events. Mediaset offers twenty live channels in HD including 10 channels reserved for sports like UEFA Champions League and the Italian football league Series A games. During a live event more than 120,000 unique users are connected to the service accessing the platform simultaneously. AVS auto-scales dynamically to manage peak usage, while the Accenture Operation Team is in full control of any potential unplanned event.

AVS Accenture Video Solution (AVS) is an open, modular and scalable platform that manages, delivers and monetizes digital video services over any multicast or unicast network, and any IPTV or OTTV device, offering an easy-to-use, engaging interface.

AVS monitors and analyses real time system availability, as well as customers' perceived video quality, and performs valuable predictive and proactive maintenance functions to ensure smooth service.

"This initiative confirms Mediaset's innovation leadership in the digital space. We are proud to be involved with this strategic initiative, which we believe will continue to increase Mediaset's customer base and market share and deliver further improvements in the company's performance."

**Francesco Venturini,  
Communications & Media  
Industry Global Lead**

## Mediaset—A proven leader in its category

These innovations strengthened Mediaset's leadership in innovation in the digital space, and helped build its brand reputation. They also helped the company increase its Pay TV customer base, market share, revenues and average revenue per customer (ARPU).

Mediaset is the largest commercial television (TV) broadcaster in Italy and a major media company in Europe. With revenues of €3.4 billion in fiscal year 2015, Mediaset operates

a wide range of broadcast and related media, including free-to-air generalist television (Canale 5, Italia 1, Retequattro) and mini-generalist television (other Digital Terrestrial TV channels), as well as pay TV (Mediaset Premium), TV drama and film production (Medusa and TaoDue), broadcast infrastructure management (EI Towers) and distance selling (Media Shopping).

"Thanks to AVS, we not only reached the goals we set for Mediaset Premium Play, we exceeded them. Accenture provided the right mix of proximity, agility, and cost to support our business goals."

**Franco Ricci, Mediaset's Premium  
Chief Executive Officer**

# About Accenture Digital Video

Accenture Digital Video is an Accenture business unit focusing on helping companies build successful digital video businesses by enabling them to capture new growth opportunities while maintaining profitability in their traditional business in a rapidly changing market. Working closely with clients, Accenture leverages a portfolio of highly relevant integrated business services enabled by open technology platforms to deliver successful video business outcomes; from thinking to planning to doing. A global industry leader, Accenture Digital Video has a 20 year track record of advancing video technology and business innovation, supported by a global workforce of more than 2,000 dedicated professionals helping clients succeed in a complex, volatile landscape. Visit us at [www.accenture.com/digitalvideo](http://www.accenture.com/digitalvideo).

# About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 375,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).