Accenture Video Solution

IPTV and Over-the-top TV delivered from a single software product

High performance. Delivered.
Consumers’ appetite for video content is growing at an insatiable rate. Over-the-top TV (OTTV), IP TV, mobile and Video on Demand (VoD) are all competing with traditional linear broadcast for consumers’ attention—and their wallets. Consumers are in control—using more devices, to watch content from more channels—often simultaneously—than ever. That means content has to be available when, where and how they want it. It has to be perfected for the specific device(s) consumers are using at any one time. It has to be integrated with other services—such as social media—to create the high quality digital video experience that consumers increasingly demand.

Achieving all that requires a proven and flexible video platform with a broad set of capabilities. Digital technology is changing the landscape constantly. And few organizations have ready access to all they need to keep up with the relentless pace of change and fulfill the demanding brief from consumers. Traditional broadcast roles are being challenged by the requirements of IPTV and OTT-TV. Telcos and cable companies are looking for ways to add value to their existing IPTV services and drive up the revenues and loyalty they can generate from each customer or to swap current IPTV platform saving the investments made on STB and Content Delivery Networks.

To enable businesses to act swiftly and decisively in the fast-changing and complex digital video market Accenture Video Solution (AVS) supports the rapid launch and operation of new and profitable services while reducing implementation risk and accelerating the delivery of value.
How to grow IPTV subscribers or enter the mass over-the-top TV market?

The growth of online and mobile TV will outpace traditional broadcast by a considerable factor in the next few years. Internet TV in all its forms is likely to become the first preference for consumers. We’re set to see video-on-demand (IPTV and cable digital) triple by 2016; OTT-TV will increase 6-fold and mobile video traffic is set to rise by a factor of 251.

Different age groups are spreading their viewing time across different devices, and consumers frequently use multiple devices simultaneously to view related content. The majority (77%) of video viewers routinely use a secondary IP device at the same time as viewing content on their TV. That could mean, for example, a principal show on the main TV with related material being accessed simultaneously via a tablet, smartphone or PC. The upshot? Content now has to be ready-to-go in the right format and at the right level of consistent quality for any device, anytime, anywhere.

It’s not just how consumers watch that’s changing rapidly. The variety of content they demand is increasing just as fast. While short-form video has until recently represented the majority of over-the-top viewing, longer content will increasingly become the norm. Driven by a greater range of content providers and the increased availability of broadband connections, viewers are able to watch the type of content that was previously restricted to traditional broadcast services. That change is happening in all markets. Content itself is becoming more global, and consumers demand access to global content brands. Providers have to find ways to meet those needs cost effectively.

These changes create opportunities for businesses right across the value chain: for broadcasters, telcos and cable operators. But the skills and capabilities that they will need to capture value in this fast developing market are also changing rapidly. From creation, through aggregation, to distribution and consumption the video value chain is reconfiguring to present a very different proposition from even just a couple of years ago.

All players will have to redefine their roles accordingly. Businesses will need to assess their core competencies across devices, content, network and consumer relationships in order to help define their strategies going forward.

Success in this new ecosystem will hinge on mastering a number of key capabilities and acquiring new skills:

• **Content expertise** will require highly developed skills in content development and acquisition, rights management and managing complex media content-including associated metadata.
• **IP data distribution** will require cloud infrastructure capabilities, IP delivery skills and the ability to optimize the integration of IP systems.
• **Consumer and enterprise analytics** capabilities will become ever more important to manage customer relationships effectively, create insights form data analysis and ensure business and information management systems are seamlessly integrated.
• **Multi-device support** will become ever more important as the range of IP-enabled devices expands. Mobility skills will be critical, as will the ability to integrate multiple devices and ensure an engaging and optimized user experience across each one.
• **Adaptability to a new market environment** will require the ability to identify and integrate new partners, work across the traditional divisions of media, entertainment and telcos and develop innovative systems integration and operation skills.

1 Source: Accenture Pulse of Media; PWC Media and Entertainment Outlook; Pyramid Research

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Accenture understood that market dynamics strongly suggested a compelling need for an integrated, end-to-end solution supporting video delivery across multiple platforms, networks and devices. Accordingly, in October 2012 Accenture acquired the assets of Nokia Siemens Networks IPTV software that delivers broadband video services to video service providers globally.

The assets have now been integrated into Accenture Software and absorbed into the Accenture Video Solution (AVS). Team members from NSN, located in offices across Europe and the United States, have transferred to Accenture and added to the breadth of experience in the Accenture Software team that powers the development of AVS.

The combination of the acquired IPTV assets with Accenture's Video Solution creates the industry's most comprehensive, feature-rich video platform, seamlessly supporting unicast and multicast distribution models.
Accenture Video Solution

More than five million people today watching IPTV and OTTV served by Accenture’s unified multi-device, multi-network software product

Accenture Video Solution (AVS) is a modular software platform that manages, delivers and monetizes digital video services in a seamless easy-to-use experience. AVS operates on managed IPTV set-top-boxes and a wide range of unmanaged OTTV devices such as hybrid or pure IP set-top boxes, Internet-enabled TVs, tablets, smartphones and PCs and gaming consoles.

AVS provides more than 300 off the shelf video functionalities including linear, on-demand and interactive digital video services over any broadband IP network to any media device. It offers a converged user experience via a single subscription. The software can aggregate over-the-top and managed TV offerings into a seamless, easy to use experience. AVS can integrate linear programming, available through cable, satellite or terrestrial broadcasting to offer a hybrid broadcast and broadband solution or a pure IPTV experience.

AVS is managed by Accenture Software, a dedicated Accenture business unit that delivers innovative software products to help organizations meet their business goals and achieve high performance.

Accenture Service Delivery platform

AVS has at its center the Accenture Service Delivery Platform (SDP). The Service Delivery Platform (SDP) is a software integration hub that rationalizes and orchestrates heterogeneous components (systems, platforms, applications) to create, execute, configure, activate, personalize, manage and monetize services in a way that is independent from distribution channels and devices, as well as enabling technologies, to deliver a consistent experience to end users.

Feature-rich components to drive value

In addition, a set of value-adding services can be introduced independently to the core AVS software. These include systems for content management and ad insertion as well as a recommendation engine, an analytics engine, an app store and toolkit for rapid and low cost app development. All of these components are enabled for multiple screens, avoiding the need for separate solutions for each delivery platform.

An integrated product with an easy to use, open SDK

AVS’ standards-based API driven architecture enables rapid integration of third-party components with an end-to-end media entertainment solution. The software also comes with a pre-developed set of plugins for all components in the end-to-end solution chain (TV head-end, transcoding engines, video on demand servers, digital rights management, set top boxes, iOS and Android devices, smart TVs and Xbox360) that creates a pre-integrated media and entertainment solution. This enables companies to launch new services quickly and economically while reducing costs of IT and infrastructure set-up. Accenture’s seasoned delivery expertise helps reduce the risks and complexity of managing projects that often involve multiple third parties.

A powerful history—and future—of innovation in video

AVS draws on more than 10 years of successful operation in providing leading-edge video solutions to businesses across telecoms, broadcast and content owners. AVS continually evolves to ensure excellent video capabilities are available to subscribers, with an extensive array of features—for operators and users—that deliver a compelling video experience on any device—from set top box to tablet. Accenture is investing in video over IP as a key strategic growth area. Our acquisition of the Nokia Siemens Networks in 2012 enabled us to full integrate IPTV and OTT-TV in AVS providing truly convergent video capabilities for the digital age.

Managing complexity to deliver value

Making services available direct to the consumer is, on the surface, a relatively simple business model. The complexity of delivery is a much more technically complex proposition. It requires traditional players to transform their operations and platforms while also competing against aggressive new entrants. Services need to converge on to a single platform so that the consumer is able to get everything they need in one place—and on whatever device they wish to use. Existing providers need to consolidate and integrate siloed offerings into a single, efficient platform with a unified view of the consumer. Speed to market is also essential for new entrants and established players alike. The ability to launch high quality services for all devices rapidly can secure significant competitive advantage as consumers seek new ways to access video content.
The Accenture Video Solution can help media, entertainment and communications companies address these challenges. It enables them to move quickly and cost-effectively, and at less risk, reducing initial costs of IT and infrastructure set-up, into the over-the-top and IPTV marketplace. This innovative offering is a pre-integrated platform based on Accenture-owned software components as well as commercial off-the-shelf products. AVS enables our clients to:

- Deliver video based services over managed IPTV, STB and unmanaged devices enabling true service convergence for end users
- Understand consumer behaviors, trends and dynamics over a wide and heterogeneous set of devices to engage the customer wherever they are, whenever they want and whatever they want to see
- Monetize content and services for different consumers using different modes of consumption to enhance the return on investment in content rights
- Control risks and complexity of the back end service delivery platform even when increasing the number and types of devices served
- Start quick, scale fast and reuse previous investments made in IPTV and OTTV, simultaneously enhancing the consumer experience

Companies gain the ability to engage and interact directly with their customer base and to build deeper, more effective long-term relationships to increase average revenue per user. Advertisers can reach their viewing audience with the same accuracy delivered by web applications, enabling innovative advertising capabilities and campaigns.

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<th>Client profile</th>
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**AVS: scalable, flexible, adaptive, responsive**

AVS offers a unique solution to bridge the gap between managed and unmanaged video services in a single, integrated business, technological and operational ecosystem. The solution is flexible and adapts to the specific requirements of businesses according to their stage of development and the existing services they offer.

AVS enables:

- **Telcos** to move swiftly to extend and fill gaps in their current IPTV platforms with either on-premise or cloud based component offerings from AVS. Alternatively AVS can be used to migrate from current legacy IPTV platforms to a future-proofed multi-device convergent platform while maintaining the investments made on legacy set top boxes
- **Cable operators** to deliver a common video experience across principal and secondary screens, extend the experience to IP STB, establish a back office mediation layer and expose VOD libraries to IP devices.

**Broadcasters** to integrate existing satellite and terrestrial with converged IP offerings as well as to integrate and converge existing legacy IP offerings.

**Content owners** to monetize digital content rights in many different ways to reach and engage today’s video consumers.

**AVS packages—the right product configuration for every service provider**

As a highly flexible and scalable solution AVS provides a range of prepackaged configurations that meet the needs of specific service providers. These range from the creation of a completely new IPTV service, through to inserting value-adding features to existing services. The solution can help to drive additional value through comprehensive business reporting and advanced analytics and provides detailed technical reporting to help ensure quality. The solution can also be deployed in a number of ways—from on-premises to the Cloud—to suit every business’s exact requirements.
## Accenture Video Solution key facts and figures

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<th>Engaging customers</th>
<th>Returning investments</th>
<th>Solid and proven</th>
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<tr>
<td>More than 2.5 million IPTV subscribers served and more than 3 million on over-the-top TV devices</td>
<td>300 IPTV off-the-shelf services</td>
<td>High penetration of video services using AVS</td>
<td>More than 100,000 person days invested to design, create and evolve the IPTV platform</td>
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<td>More than 400 linear channels delivered to current customers</td>
<td>150 HTML widgets available on STB</td>
<td>Availability in AVS of a STB software stack from boot-loader to html5 web browser to reuse legacy STB even if changing backend platform</td>
<td>Member of Open IPTV forum and The DVB</td>
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<tr>
<td>More than 10 IPTV STB vendor certified on AVS and more than 15 types devices delivered</td>
<td>A wide set of convergent IPTV/OTT services</td>
<td>80% reduction in call center calls</td>
<td>5 CDN integrated in production</td>
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<td>Running in 5 countries</td>
<td>Most downloaded iPad app in Netherland</td>
<td>5 business models running</td>
<td>One mediation layer for IPTV and over-the-top TV</td>
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<td>200–400 TB of unicast traffic daily</td>
<td>Most downloaded iPad app in Italy</td>
<td>Churn rate reduced from 20% to 2% on the linear TV business</td>
<td>More than 100 open APIs fully documented</td>
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<td>24x7 operations delivering 99.98% availability over the last three years (certified by clients)</td>
<td>First to launch a video service on Microsoft Xbox 360 in 2011</td>
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<td>BSS connectors available</td>
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<td>Most downloaded app for Xbox</td>
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<td>Available globally everywhere on cloud and as a fully managed service</td>
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<td>50 different video service types in production</td>
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<td>4–6 weeks to launch a multi-device video streaming service with AVS template applications</td>
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On Demand

Nieuw-bij-Videoland

Specials-en-Acties
Differentiating with Accenture Video Solution features

Selected Key End User Features (non-exhaustive list)

**Content Centric Features**
- Linear TV and EPG Unicast, Multicast with FCC
- TV of Yesterday and similar past-recording mechanisms
- Voice and motion recognition
- Virtual Linear Channels
- Network-based PVR—Proven over
- Sport Live Events
- Video on-Demand
- Multi-room PVR, and DLNA in-home networks
- Tablet Download and Go

**Value-added Services**
- Content Recommendation
- Voucher Management
- HTML 5 Widgets
- Rewarded Advertising
- Social Network Integration
- Discovery: Integrated Search

**“Companion Device” Services**
- Shared bookmark, preferred, purchase
- Finger-to-screen
- Gaming
- Tablet Companion Device
- Synch Rating and Voting
- Rewarded Social Media

**End-user features**

With more than 300 features available off the shelf, AVS provides a set of video based services to engage IPTV and OTTV customers and meet the requirements of any service provider or broadcaster. These include a full range of content services, from comprehensive EPGs to video on demand and from PVRs to voice and motion control.

**Content Management System**

Enables a comprehensive and advanced set of content management features.
- All channel types: VOD (channels, categories, libraries); Virtual Linear (time-scheduled file-based channels); LIVE (24x7 simulcast or IP events)
- Broadcast system integration: Schedule import/export; channel preview, broadcast delay/off-set, local time or GMT broadcasting

- Embedded eco-system services: Automated resource on demand file transcoding with encrypted/secure ingest, file acceleration, and DRM packaging/secure distribution. Fully available on premises or as a service
- Automated integration to IP head-end (offered as a managed service, or as part of customer on-premise infrastructure deployments)
- Common/consolidated performance (click-stream) data aggregation, reporting, analytics: Single yardstick reporting for all devices, all channels, all positions—for both publisher and advertiser; web-based reporting interface, visual mapping, custom-built report options, export report to any format
Fully integrated content and advertising management (from inventory definition to targeted advertising delivery)

Optionally integrated with the Content Management Module, AVS offers a complete set of digital advertising features to deliver many in-stream and display advertising formats to a wide range of devices, integrated with the main content offer:

- Inventory creation, forecasting, management; advertising inventory sales
- Advertiser campaign management, creative management, and targeting
- Personalization: Anonymous user consumption profiling, profile continuity from device to device, behavioral advertising targeting and content recommendation, geo-specific programming and ad targeting
- Pre-built ad server or integration with external pre-existing ad servers

Multi-CDN integration and balancer

The CDN Balancer module integrates multiple internal streaming farms and/or multiple content delivery networks. The video traffic can be balanced according to the following criteria:

- Current use of the video platform
- Proximity to the user
- Availability and distribution costs
- Dynamic association managed with logical or physical resources
- Country and content based geo-blocking enables:
  - blocking content consumption from selected regions (for example, no access to video streaming for customers outside operator country)
  - blocking consumption of specific content from selected regions (for example, no access to video streaming for selected content)
- Custom integrated algorithm to redirect device client applications to the reference streaming server

Service Delivery Platform

The AVS Multimedia Service Delivery Platform orchestrates services, business logic and interactions with existing systems such as OSS/BSS, and provides convergent experience on different devices.

The business logic/orchestration module handles requests coming from the various applications in order to perform the proper provisioning, product catalogue feed and charging activities.

The module provides the APIs to manage user access, content purchase, content delivery, electronic program guide retrieval, as well as customer subscription and catalogue management. It also supports interfaces for Business Support System integration.

It provides process integration with internal integration layer components (for example, Convergent Customer Profile, Multi Digital Rights Mgmt) and external platforms (for example, OSS/BSS, CAS/DRM, CDN, Metadata Manager, etc.) in order to perform:

- Management of user behavior communicating synchronously or asynchronously with other AVS components supporting: user authentication, TV Guide and VoD catalogue content browsing, content purchase and content consumption
- Access policy management allows to have a total control of the simultaneous access and content consumption
- Multi-tenancy feature allows different content ingestion flows for each tenant, different provisioning channels for each tenant, different invoicing channels for each tenant and a personalized look and feel on client application for each tenant
- Business logic to support advanced offerings and payment options, including promotions and loyalty programs
Content commerce

The AVS content commerce module provides a wide set of features to enable the right commercial flexibility in monetizing content for consumers

• Access the details of any commercial package selected in terms of technical packages and prices related
• Update commercial package item using an update form
• Add Commercial Package with a multi-step creation process
• Displays the list of all technical packages that make up the selected commercial package with details of prices (in terms of setup fee and recurring fee), payment frequencies
• Update Technical Package item using an update form
• Add Technical Package with a multi-step creation process
• Enables associating a new technical package to selected commercial package
• Vouchers association with the commercial packages
• Breadcrumbs are used to display the current position in the Console
• Many fuzzy offers enabled of the shelf
• E-commerce merchandising/video integration

Software development kit

Accenture’s system integrator DNA has been at the core of the design and development of the more than 120 APIs provided by AVS off the shelf, fully documented and ready to be used by our customers to integrate legacy systems or create/develop their own client applications.

Recommendation engine

AVS’s Recommendation Engine is the result of a multi-year engineering process. The engine provides recommendations on any device, matching users’ behavior, marketing rules and content metadata. The engine uses configurable algorithms to provide personalized recommendations for logged-in users and community/marketing recommendations for anonymous users. AVS Recommendation Engine is based on advanced data mining algorithms that enable the identification of user behavior and enables the provision of a targeted service to end users, enhancing the user experience.

The main features include:

• Recommended content, for a specific user, on any device
• Cold Start: key mechanism of the recommendation process, by which new users are invited to answer multi-choice questionnaires to better qualify their preferences also in visual mode
• Item-to-item recommendations
• User based, community based, marketing recommendations. Composes the recommendation list taking into account three configurable subsets
• Semantic optimization: recommends single episode of TV series (eg provides the episode following the last viewed episode), manages special content (eg football matches) as “serial” content, in order to avoid the so-called “Matthew effect.”
• “Already viewed” content filtering, removes duplicated content (for example manages the republishing of same content with different IDs)
• Marketing or publishing information taken into account to define content ratings (eg recommendations can be forced to include premium content or recently published content)
• Serving logged and anonymous users. Anonymous users don’t have a stored user profile and receive recommendations based on community-based subset
• User actions and user action weights management to track user content ratings, both implicit and explicit
• Input filters to optionally filter the recommendations list accordingly (content category, device used, etc.)
• Performance and scalability: AVS is built to scale up both horizontally and vertically: Vertical scaling: increased hardware speeds-up high CPU-intensive algorithm processing. Horizontal scaling: increased nodes speed-up both processing and recording
• Integrated reporting: to export to analytics the recommendation results
Analytics

Accenture’s leadership in the analytics market has been fully leveraged to design and implement this key module of the AVS platform

- More than 50 KPIs on OTTV and IPTV are produced and available off the shelf for AVS customers
- Data can be collected, manipulated and presented according to the refresh frequency of the source systems
- The data can convey in a unique Area of Analysis, that contains all possible relationships between the data, without the need for predefined structures
- The end user is able to freely navigate through information, with no pre-defined paths, make discoveries and share analysis with self-service reporting capabilities
- The new aggregated data structure detaches performances from user number and the way information is queried
- An associative model follows the user’s way of thinking
- No ETL and Data warehouse are needed

QoE management

AVS provides a set of features to collect, control and manage the Quality of Experience for end users. This is particularly important on the open internet where every single parameter of video experience needs to be carefully measured, collected and elaborated to help our customers effectively engage their consumers and avoid a frustrating video experience.

A set of key KPIs are calculated based on the data received by all AVS served clients including tablets, PC, consoles, connected TV, STBs

Monitoring and performance management

AVS monitoring module collects information on OTT service hardware/software infrastructure, including resource occupation, content processing, content access and availability of external services.
- Collected data can be exposed through an easy-to-use web console or forwarded as SNMP traps to external management systems, enabling proactive and reactive issues management
- Collection of information from AVS components and representation on a user friendly web console
- Proactive monitoring that emulates end user behavior probing AVS interface and external system interfaces allows to promptly trigger operation support team activities
- Complete end-to-end monitoring of user-related processes
- Multilayer monitoring covering the whole AVS software stack: Operating System, Application Server End User Service and Applicative Interfaces
- Map drawn gives evidence of a specific area of the platform highlighting any problems on the servers that manage content transcoding, content consumption, live and VOD streaming, end users access and navigation session
- Proven solution based on open source technologies
- A full-featured Control Room enables the operations team to monitor every single aspect of on-demand delivery, around the clock, seven days per week. The status of the service on each device is controlled through a powerful operating support system from the platform to the network, through response time, checking of each technical service, and the monitoring of the content delivery network performance, in order to deliver end-to-end high quality service
Benefits of Accenture Video Solution

AVS delivering end-to-end value across the video ecosystem

All service providers and content owners seeking to create compelling video services with a full range of value adding features can benefit from AVS’s unique ability as a single business, technology and operational ecosystem to deliver:

Lighting fast speed to market

One of the biggest challenges facing TV service providers is one of time-to-market for new services. Legacy platforms with significant number of silos are inflexible and cumbersome to change requiring significant investment to introduce new services. With AVS it is possible to have new services up and running fast—from design to operation within four weeks.

Maximizing customer engagement at lower cost

300+ end user features are available off the shelf. Combining the analytics for deep customer insight with content recommendations, it is possible to ensure relevant offers and content is targeted to each individual subscriber thereby confirming customer engagement and subscriber stickiness, while at the same time increasing TV service ARPU. Services using AVS have achieved high penetration in their markets and operational costs are significantly reduced. For example, one business deploying AVS saw an 80% reduction in call volumes to its contact center.

Reducing total cost of ownership

Accenture offers a number of unique solutions to help service providers reduce their TCO. We have managed to reduce the overall TCO for an IPTV client by 20% over 5 years.

Fully-managed service 24/7

The service can be provided as an end-to-end managed service, supported 24/7 by dedicated Accenture resources.

Protecting legacy investment

With a combination of the open APIs and standards-based approach adopted by AVS software, introducing AVS does not require a complete replacement of a service provider’s platform. AVS will integrate with existing components of an existing end-to-end solution. Specifically, AVS comes with a unique proposition for legacy set top boxes. This is a complete software stack—from bootloader to application layer—that can run on previous generation set top boxes and be integrated by Accenture with minimum support from the STB manufacturer. This ensures that multi-million dollar investment in legacy devices is protected when migrating to AVS.

From Cloud to on-premise: flexing and scaling to help meet every business need

TV services such as content management, transcoding, recommendations, ad insertion and many more are increasingly moving to a cloud architecture as content providers seek economies of scale in supporting multiple distributors and service providers pursue operational cost reductions and lower capex investments. AVS software is able to support these goals by providing a multi-tenant cloud based as well as an on-premise capability. More than 2.5 million IPTV subscribers are already served by AVS and AVS delivers more than 400 linear channels.

Reduced risk, total commitment

With a standards-based, modular and API-driven architecture, AVS avoids single-vendor lock-in and is protected against obsolescence. Accenture is following standards being member of both the Digital Video Broadcasting (DVB) group and the Open IPTV Forum. Additionally, AVS is backed by Accenture, a global company committed to the digital services business ensuring the stability and long-term evolution of the AVS roadmap.

Pay as you grow

A flexible and responsive commercial approach is designed to address the evolving business requirements of every service provider.
Launching and managing a major new video offering

Accenture Video Solution has been selected by this major western European telco to serve its subscribers and football fans with a live and video on demand soccer video streaming service available for iPad, iPhone, Android tablets, smartphones and PC. Delivered as a fully-managed service from the Cloud, Accenture will also manage the infrastructure and application operations for the next three years.

Mediaset: gaining first mover advantage with OTT

Mediaset (Italy’s largest commercial broadcaster) is leveraging AVS to deliver both linear content through the broadcast network as well as OTTV services through an open broadband IP network. AVS helps launch new non-linear video services quickly and cost effectively by reducing the initial high cost of IT and infrastructure setup. It also supports several advanced applications such as targeted advertising, personalized content recommendation and adaptive streaming, depending on available bandwidth.

In addition to the early launch of video services on hybrid set-top boxes and PCs, Mediaset has also leveraged the AVS gaming console module to extend Premium Play services on XBOX 360 and enable its customers to watch VoD content, thereby significantly increasing its addressable market and consequently its customer base.

Mediaset also used AVS to extend the video device ecosystem offering video streaming services for the iPad and iPad mini as well as providing the “Download & Go” feature. Users can now download and store on their own devices their favorite VoD content with the guarantee of content protection. The App, since its publication on the Apple Store, has been downloaded by more than 400,000 users and became “App of the Week” after only a week of publication.

The most recent device that Mediaset launched leveraging AVS was connected TV, to complement its Premium Play offering that enables Samsung Smart TVs to access the service. The new Premium Play Samsung Connected TV application immediately met with great success owing to the wide—and steadily growing—penetration of connected TV devices.

Thanks to this extremely innovative roadmap and time to market allowed by AVS, Mediaset has reached more than one million unique users with a set of convergent services that now include hybrid STB, PCs, gaming consoles, tablets and connected TVs demonstrating a proven scalability and reliability across even the highest peaks of video use.

Accenture will continue to operate both the infrastructure 24/7 and the platform’s application operation for the coming years.
Primary satellite TV operator in Brazil: Rapid launch of live Brazilian soccer coverage to new markets

Accenture worked closely with a leading satellite TV operator in Brazil to deliver a multi-country, and multiple device live digital video service from a standing start to having the platform ready in less than three months. By using AVS, the operator is able to avoid significant capital investment that would otherwise have been required to build its own solution. Integration with an eCommerce tool enables the desired subscription business model, and integration with content delivery networks through commercial providers ensures delivery of live streams to all the targeted territories and security measures built into the solution directly address the challenge of potential piracy. Running the platform as a service hosted by a commercial cloud provider achieves the required scalability, rapid time to market and competitive costs. And with services managed from ABIC in Rome, the operator has the assurance provided by the considerable breadth and depth of Accenture’s technical experience.

KPN—a winning video service in a highly competitive market

KPN, the leading telecoms provider in the Netherlands, wanted to ensure it could remain at the forefront of providing innovative services to consumers. It chose Accenture in 2011 to further develop their video service, introducing iTV Online, over its broadband network and available to a range of OTT devices. The project had to move fast to ensure KPN could beat the competition from cable and other new players in the market. Accenture harnessed the power of AVS to deliver the service in time, with launch achieved within the five-month timetable set out by KPN. A further release has made the service available on more devices—and the iTV iPad app quickly became the most downloaded free app in the Netherlands.

KPN has selected Accenture to develop and maintain innovative television services based on the Accenture Video Solution. Financial terms were not disclosed. Under the agreement, Accenture will improve service performance and deliver KPN’s interactive TV service to multiple devices (TV, tablets and smartphones). Using Accenture’s software-based open architecture, KPN is able to offer a unique viewing experience. This new integrated solution will add features to the market leading iTV and iTV Online services that KPN offers to the Dutch retail and wholesale markets.
Multi-tasking and Taking Control: Winning the trust of the sophisticated consumer
Click to view

The Future of Broadcasting, Issue III: Strategy Delivers
Click to view

Bringing TV to Life Issue III: TV is All Around You
Click to view

Pixels, Performance and Profits in the Broadcasting Industry
Click to view

Over-the-Top TV Content Distribution: Differentiating in an Omni-Platform Paradigm
Click to view
Contact us

To learn more about how AVS can help your business and accelerate your internet video journey to high performance, please contact:

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About Accenture Digital Services

Accenture Digital Services, an Accenture Business Service, is designed to deliver value from digital content in a complex environment. It engages digital consumers with unique, personalized interactive experiences on a massive scale. It supports a mix of business models to drive new revenue streams and find new ways to monetize content. It distributes digital content in any format, across all platforms, to any device. And it optimizes operating models, delivering next-generation solutions on a pay-as-you-grow basis—all to help clients thrive in a changing digital ecosystem. Its home page is www.accenture.com/digital-services.

About Accenture

We are one of the world’s leading organizations providing management consulting, technology and outsourcing services, with more than 323,000 employees; offices and operations in more than 200 cities in 56 countries; and net revenues of $30.0 billion for fiscal 2014.

Our four growth platforms—Accenture Strategy, Accenture Digital, Accenture Technology, Accenture Operations—are the innovation engines through which we build world-class skills and capabilities; develop knowledge capital; and create, acquire and manage key assets central to the development of integrated services and solutions for our clients.

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