Accenture Video Solution
Advancing at the speed of your customers

High performance. Delivered.
Agility is key for digital video businesses. Service providers can power their competitiveness by adopting an industrial software platform that goes beyond providing the next feature. A solution that can adapt to multiple, unpredictable requirements through a micro service paradigm and power new innovations rapidly and smoothly with an open Software Development Kit (SDK) and elastic cloud architecture.

Consumers are king, and they are ready to pay for personalized services. Powerful analytics will enable service providers to anticipate their needs, rapidly react to customer and competitor developments, and keep users engaged with targeted, easy to navigate content that is available whenever users want it.

Service providers can capture consumers’ imaginations if they swiftly deliver on demand for immersive, multi device, social user experiences.

But it is quality that will make customers stay.

And there is more. It is crucial for service providers to leverage digital advertising and increase video monetization options to maintain stamina and advance further than ever before.

It is a multidimensional landscape. Service providers must be elastic, deploy at speed, make every video view a personalized experience, offer relevant content and maintain the “monetize everything” mantra. But there is an answer to this new digital video world.

**Accenture Video Solution.**
Advancing at the speed of your customers.
Accenture Video Solution (AVS) is an open, modular and scalable platform that manages, delivers and monetizes digital video services over any network, offering an easy-to-use, engaging interface.

The solution operates on managed IPTV set-top boxes and a wide range of unmanaged, over-the-top TV (OTTV) devices, such as: hybrid or pure IP set-top boxes, Internet-enabled TVs, tablets, smartphones, PCs, and gaming consoles.

AVS is flexible and scalable, and it dynamically adapts to a proliferating range of devices and content, enabling clients’ businesses to grow at the speed of industry changes.

Optimized to integrate innovative features as they arrive on the market, this feature-rich solution offers its users engaging, personalized video experiences.

With a clear roadmap for the future, and backed by extensive Accenture experience in the broadcasting and broadband industries, AVS can help service providers to advance ahead of the curve. And it has a track record of global clients who have used AVS to launch IPTV and OTTV services at speed.

Different players. One adaptable solution. Every business has its own history and needs. Our job is to help our clients use technology to grow their organizations, be it through a specific solution or a complete transformation journey. For this reason, we have designed AVS to be fully adaptable and modular—so for every player, there is an AVS configuration that can address its requirements. Some of the critical drivers are outlined below:

Telcos
- Extend current legacy IPTV platforms into OTTV
- Protect investments made into set-top boxes
- Establish a convergent, multi-device IPTV-OTTV video strategy

Cable Operators
- Deliver a consistent video experience across multiple devices
- Establish a back office mediation layer
- Bring VOD libraries to IP devices

Broadcasters
- Add OTTV to traditional linear satellite or terrestrial offerings
- Integrate potentially fragmented and siloed legacy offerings
- Monetize content through a wide set of pre-integrated business models
FIGURE 1 | Accenture Video Solution Platform

Accenture Video Solution Platform
One platform for managed and unmanaged video services in a single operational ecosystem
Key Components and Features

**Speeding to market with a modular platform**

A flexible and open **Software Development Kit (SDK)** enables our clients to autonomously and cost effectively develop new services and features, as well as leverage a large catalog of ready to use APIs.

AVS is **fully cloud-based**, with elastic scalability and disaster recovery for a commercially beneficial solution that can be tailored to suit diverse business needs.

**A set of reference applications** enables the user video experience to be easily configured, reducing the time to market for service deployment.

AVS “as a service” (**SaaS**) enables clients to meet challenging time to market requirements, delivering an online video business through a variable price model.

The platform provides a comprehensive catalog of more than **300 off-the-shelf features and convergent services** that are easily extendable to the external ecosystem.

AVS is a **turnkey, end to end platform** that enables all the key processes required for a digital video business, from customer experience to content management, monetization and operations.
Powering business to consumer strategies that hit the mark

A new generation analytics engine, based on a big data layer, increases understanding of viewer behavior and drives a personalized video experience for maximized user engagement.

A digital advertising module provides a range of digital interactive formats and sales packages that are deliverable to a wide range of devices, and can target specific customer profiles, devices and locations.

A video content and commerce engine enables a large set of business models to be designed and run, driving monetization and content merchandising, and providing value enhancing services to end users.

A powerful and flexible content management system streamlines editorial and technical workflows with a metadata hub that efficiently organizes and manages video libraries.

An out of the box video CRM and self-care solution provides customer management and service assurance, and includes a rich set of features for back office operators.

A turnkey solution for video marketing and campaign management leverages advertising and analytics to help turn video into a revenue source.

Keeping video consumers 100% engaged

Easy integration with social networks helps to transform video views into the shared experience that consumers seek.

An off-the-shelf, rules-based, integrated content discovery and recommendation engine powers a fully personalized experience for users.

A “pinboard” allows end users to store content in their own personalized area and create playlists for favorites and reminders.

4K content streaming over multicast and unicast networks enables ultra high quality video that engages users and enables UHD-specific content monetization.

An innovative cloud personal video recorder (PVR) module enables users to watch content from a range of devices on demand.

Quality of experience can be analyzed and managed through a set of features, enabling our clients to consistently engage their customers through a high quality video experience.
Value Proposition

Engaging user experience
Service providers can choose from a large set of ready to use device applications that have been built leveraging the AVS client SDK and aligned with innovative concepts developed by Fjord®. Our Fjord designers are also available to create custom made UI concepts for diverse client business needs.

Modular, flexible, scalable platform
AVS is a modular, flexible, and scalable video platform that delivers video-based services on managed and unmanaged devices and networks through a unified business, technological and operational ecosystem. AVS embraces and accelerates innovation by providing a large set of standard and open APIs built in the software’s core platform and enriched through a set of pre-integrated components and third party technologies.

Reduced time to market and TCO
With AVS, video service providers can innovate at the speed of market demand whilst keeping their total cost of ownership under control. Thanks to its fully cloud-based architecture and predefined set of applications on an open client SDK, AVS can provide a complete range of out of the box components to launch a successful video service in a reduced timeframe.

A configuration for every need
AVS is available in four configuration packages: AVS for Over the Top, AVS for IPTV, AVS for Legacy Platforms and AVS SaaS. For every player—regardless of the stage they are at in their next generation video transformation journey—there is an AVS configuration that can help to address their business needs.

A pillar of Accenture growth and innovation
AVS is a keystone in Accenture’s growth and innovation strategy. Its value is reflected in Accenture’s investment into the solution—AVS has a clear roadmap, which is regularly updated based on market trends and client needs. This ensures that in a rapidly changing ecosystem, AVS is at the forefront of technology.

A choice of deployment options
AVS can be deployed in a number of ways to suit all business and commercial requirements: on premises or in the cloud; traditional installation, as a managed service, or SaaS.

Safeguarding past legacy investments
AVS helps protect investments by service providers in legacy TV platforms. Its open and standard APIs can be easily leveraged to accelerate the timeframes and costs of system integration. For IPTV specifically, AVS provides clients with a complete set-top box software stack, from boot loader to application layer, which is certified on major multicast set-top box platforms. This helps to safeguard set-top box investments in case of middleware swaps.

A pay as you grow model
AVS offers a flexible and variable commercial model, which can be particularly valuable for clients that are in the early phases of a new IPTV or OTTV service launch. It enables capital and operational expenditure to be synchronized with actual video business growth.

A dedicated video organization
Accenture manages its video business through a dedicated Digital Video business unit. Powered by 2,000 experienced professionals, a comprehensive video services offering, and the Accenture Video Solution platform, the Accenture Digital Video business unit offers clients 360 degree digital video capabilities.

End to end support services
The AVS software platform can be complemented through Accenture’s full spectrum of technical and non-technical capabilities which support every step of each client’s transformation journey, including: Video Platform Deployment, Video Operations, Video Transformation and Video Marketing Services.

Behind AVS is Accenture Software—a dedicated unit that develops industry-focused, software-based solutions to help organizations meet their business goals. With its combination of software and industry, processes, and technology expertise, it helps reduce implementation time and risk.

* Fjord is a design and innovation consultancy—that specializes in creating wide-ranging digital experiences and services—acquired by Accenture in 2013.
AVS is available in four configurations to address the differing requirements of our clients.

**AVS for Over the Top**

AVS for Over the Top is designed for broadcasters, telcos and cable providers seeking to engage and extend their customer base in the OTTV market.

This innovative solution delivers video services to a multitude of devices on unmanaged networks, with an industrialized package of features that can be tailored to meet specific requirements, simplifying delivery and system integration.

AVS for Over the Top has already helped clients to ensure high quality video services, a consistent user experience, and device to device content synchronization, in both large and small volumes.

The software uses advanced analytics to monitor performance and offer the most relevant content to individual consumers, increasing monetization.

**AVS for IPTV**

AVS for IPTV is designed for telco operators that need to rapidly extend and develop their IPTV platforms.

The software delivers video services to set-top boxes on managed networks, with a package of features that can be tailored to meet specific requirements, simplifying delivery and system integration.

AVS for IPTV has already helped clients to deliver a consistently high quality IPTV experience, with key services such as fast channel changes and PVR across the network.

**AVS for Legacy Platforms**

AVS for Legacy Platforms is designed for telco and cable operators that want to migrate from current legacy IPTV and cable platforms to an advanced, multi device convergent video services platform, while maintaining investments made into existing infrastructure and legacy set-top boxes.

This software extends the capabilities of legacy IPTV and cable video platforms, enabling services such asnPVR and content recommendation across a multitude of devices on unmanaged networks. The solution includes a package of features that can be tailored to meet specific requirements, simplifying delivery.

**AVS SaaS**

AVS Software as a Service (SaaS) is designed for broadcasters, telco operators and cable providers that want to take advantage of the rapidly growing television market by supplying OTTV services with a minimal upfront investment.

AVS SaaS is a fully cloud-based solution that enables video services to be delivered to predefined devices on unmanaged networks, with a package of standardized features that require minimal adaptation and are largely self-manageable.

AVS SaaS enables service providers to launch a new, standalone, standard online video service in a shorter time frame with no need for video operation skills. It also aims to minimize upfront investments and reduce total cost of ownership (TCO) and it aligns infrastructure costs with audience size.

With a clear roadmap for the future, the solution is built on open and standard technologies to provide scalability and reliability.
Accenture Video Solution Facts and Figures

- Over 30M people worldwide use services powered by AVS
- Includes a catalog of 300 features
- Serves 600+ live channels worldwide
- Driven by 5 global competence centers that specialize in AVS development
- Totals 1.5B+ content item views every year

Manages a library of 100,000+ on-demand videos daily
Licensed by 15 companies, including broadcasters, telcos and cable operators
Certified to serve 1M concurrent users
Backed by 2,000+ digital video professionals, including 300 AVS specialists
Used on 7,000+ device types
Powered by 10 years of experience in delivering video solutions
In addition to Accenture Video Solution, Accenture provides a complete range of technical and business capabilities to support our clients throughout every stage of their digital video service transformation journey.

Video Platform Deployment

Driving digital engagement and consumer loyalty through new video offerings or the evolution of existing, traditional solutions requires innovative business models, a clear strategy for content, and compelling propositions.

Accenture can journey with clients to help them design and build next generation video architecture and user experiences, and support video project management, system integration and customized deployments, leveraging third party software or AVS components.

Video Operations

Accenture Digital Video Operations leverages an industrialized service delivery model to provide a seamless user experience. It allows for the deployment of content over any network, device, at any time of day, and on any video platform or portal.

Backed by Accenture’s worldwide presence and service capabilities, Accenture Digital Video Operations offers 24/7 management and monitoring of video services to ensure smooth and effective operations system-wide.

Video Transformation

As video service providers evolve to the next generation of technology, they must reassess how they operate and approach these innovations without compromising on quality. In the process, a deep transformation of their technology architecture and processes will occur, which will require versatile infrastructures, and the ability to move from a vertical to a horizontal approach.

Accenture can help companies through this transformation, reducing the number of necessary applications, and developing new ones with more flexible architectures.

Video Marketing Services

Accenture Video Marketing Services can help companies transform into data-driven, integrated digital video marketing and promotion organizations. This new model can enable businesses to leverage consumer insights—collected through interactions on optimized digital and social channels—as well as full value from their marketing and promotional spend.

Accenture provides a framework of assets and services which help build and transform business capabilities. Underpinned by a developing test and learn culture, Accenture can help to break down traditional organizational silos that prevent a pan-company digital culture, and create delivery agility.
Success Stories

KPN

KPN is a leading telecommunications provider in the Netherlands.

KPN wanted to launch a new offering in video over broadband. The new service, “KPN iTV Online”, is helping KPN move toward convergent, personalized, multi-device models. KPN asked Accenture to provide a seamless consumer experience by making iTV Online available on the personal computer and tablets, alongside conventional devices. The successful launch of iTV Online has significantly altered the Dutch TV landscape as KPN beat competition to launch the service first.

“We need acceleration and rigor to help us succeed in bringing innovative TV services to market; we know Accenture can do this as no other.”
ERIC KUISCH, Head of Network & Services | KPN

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BT Sport

BT is one of the UK’s largest telecom providers.

BT has a clear understanding that the consumer it now serves has substantially changed. BT’s new offering, “BT Sport”, is a full multiplatform, premium, broadband-based TV channel available on a wide range of devices. Accenture and BT worked together to create a service that offers a wealth of content and a compelling user experience. Accenture’s ability to integrate all the required capabilities underpinned the successful, on-time delivery of BT Sport.

“Accenture brought delivery experts as well as the latest technology in digital video, live events, cloud and mobility. Their 'one team' ethos was a major factor in our success.”
GREG MCCALL, COO, Television & Content | BT

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Telecom Italia

Italy’s largest telecommunications company, Telecom Italia, is also active in media and manufacturing.

In 2010, Telecom Italia launched “CUBOSUITE”. As the market developed, Telecom Italia needed a rapid evolution of the offering and selected Accenture to evolve its OTT service platforms into a unique, multimedia service center based on Accenture Video Solution. The new integrated “TIMSUITE” service provides fixed and mobile customers with a seamless and enhanced user experience to consume digital content.

“As a fully integrated service, TIMSUITE gives our customers easy access to all their digital content needs. With Accenture Video Solution, we found the platform we needed to make this happen.”

DANIELA BISCARINI, Head of Multimedia Entertainment | Telecom Italia

Mediaset Premium Play

Mediaset Group is the first commercial broadcaster in Italy.

The company launched in January 2005 “Mediaset Premium”, a subscription-based pay-TV offering. This led the company to develop a new offering in non-linear video distribution over broadband called “Premium Play”. Accenture, in collaboration with Mediaset, developed Premium Play based on an open architecture that gives Mediaset technological and business flexibility, facilitating interoperability between components and collaboration across the communications and broadcast ecosystem.

“Accenture has played a critical role in managing complexity together with Mediaset expertise and competencies. They helped us drive the successful implementation.”

MARCO PELLEGRINATO, Deputy Director of R&D | Mediaset

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Mediaset Infinity

RTI Mediaset is the largest commercial television broadcaster in Italy.

Mediaset saw an opportunity to expand its customer base by capturing new target groups that seek an enhanced and truly mobile multimedia experience. It collaborated with Accenture to develop “Infinity”, an innovative, multidevice OTT TV solution. Based on Accenture Video Solution, Infinity delivers seamless, convergent digital video services to fulfill the requirements of Italy’s highly connected and mobile consumers.

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“With Accenture as our natural innovation ally every step of the way, we had access to the latest in technology, solutions and industry knowledge.”

CHIARA TOSATO, Chief Sales & Marketing Officer | Mediaset Infinity

NET

NET is part of the largest telecommunications and entertainment company in Latin America.

NET had launched “NOW”, its video-on-demand service for TV, in 2011. NET recognized that it needed to adapt its offering to fast-changing consumer demands. NET collaborated with Accenture to extend its existing NOW video-on-demand service to multiple devices. Based on Accenture Video Solution, the new NOW service provides a seamless, integrated experience for consuming digital content.

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“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.”

MÁRCIO CARVALHO, Marketing Director | NET
Cricket Australia

Cricket Australia controls, manages, promotes and governs cricket in Australia.

Recognising the influence of its always-connected fans, Cricket Australia made the bold decision to build its own multi-platform subscription service. It awarded Accenture a five-year contract to provide live streaming and subscriber management services. Accenture’s depth and breadth of experience and its state-of-the-art broadcast facility helped Cricket Australia offer a reliable, adaptive and responsive service to its customers.

“Our subscription-based live streaming service was a great success, and Accenture was a large part of that.”

BEN AMARFIO, General Manager, Media, Communications & Marketing | Cricket Australia

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Accenture Video Solution helps STAR India to inspire a billion imaginations delivering seamless online and mobile video to one of the world’s largest entertainment markets.

STAR India

MUMBAI AND NEW YORK; APRIL 8, 2015

Intending to spark a billion imaginations, Star India, one of India’s leading entertainment broadcasters, selected Accenture to help develop, launch and deliver its over-the-air programming to India’s online, digitally-enabled consumers on almost any mobile device. Called hotstar, the innovative service debuted on January 7 through Star India’s wholly owned subsidiary, and when fully deployed will be available to India’s entire population.

“We will drive dramatic innovation on this platform with benefits for both users and advertisers. Accenture has been a valuable partner in this effort.”

SANJAY GUPTA, COO | Star India

Read full press release on www.accenture.com
As video consumption reaches new heights, AVS is evolving in line with a specific roadmap, to help service providers—regardless of their starting point—gain pace, power, and the ability to offer highly reliable services that satisfy rapidly changing consumer demands.

Visit: www.accenture.com/avs