Accenture Video Solution
Advancing at the speed of your customers
Welcome

The pulse of the media industry is quickening. Consumer habits are changing fast and service providers must keep pace. But advancing at the speed of demand takes more than the ability to give users what they desire today. It takes the agility to give them what they will want tomorrow.

Agility is key for digital video businesses. Service providers can power their competitiveness by adopting a software platform that provides more than the next feature. The elements for success in today’s video industry include the ability to adapt to multiple, unpredictable requirements through a micro service architecture; to drive hyper-compressed innovation cycles, constant delivery, and predictable quality; and to have the flexibility of cloud architecture, a DevOps approach, and an open Software Development Kit (SDK), so that new apps can be developed rapidly and autonomously.

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 power their roadmaps and advance further than ever before.

It is a challenging, 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

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

AVS 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.

All companies have their 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 video transformation journey. So we have designed AVS to be fully adaptable and modular—for every player, there is an AVS configuration that can address its requirements.

Telcos

Be strategically over-the-top

Implement IPTV platforms, extend into OTTV and protect legacy investments whilst using customer insight to drive engagement through unique experiences.

Cable Operators

Turn audiences into customers

Maximize revenues whilst delivering personalized and relevant content on multiple devices with a platform that enhances customer insight.

Broadcasters

Monetize content

Add OTTV to traditional linear satellite or terrestrial offerings and monetize content with flexible offerings and digital video marketing.
AVS has five key components that engage users, manage content, monetize services and continuously monitor quality and performance, helping to drive success in every aspect of a video business:

**Customer Interaction**
- Travel at the speed of customers with multi-device, unique experiences
- Multi-device reference user interface
- User experience personalization
- Software Development Kit (SDK) for app development

**Customer Management**
- Amplify revenue streams with multiple business models and personalized user interfaces
- Customer management
- Commerce management
- Device management
- Payment gateway

**Content Management**
- Organize content seamlessly with maximum usage of existing infrastructure
- Content management
- Cloud transcoding
- Digital Rights Management (DRM)
- Network PVR
- IPTV and OTTV head end

**Service Monetization**
- Turn the video experience into a revenue source
  - Content discovery
  - Digital advertising
  - Advanced Video Analytics (AVA)

**Performance Monitoring**
- Analyze and manage quality to increase customer loyalty
  - Service performance monitoring
  - Quality of Experience monitoring
  - Real time reporting
Key Differentiating Factors

AVS is based on a micro service paradigm, which provides an unprecedented level of control over solution delivery, increased roadmap granularity, and a decreased time to market for new services. The platform contains a complete set of modules, with each one designed as an independently deployable service that can be individually upgraded and scaled.

Speeding to market with a modular platform

AVS is a turnkey, end to end platform that enables the key capabilities of a digital video business, from user experience to content management, monetization and operations.

A DevOps approach brings business, development and operations stakeholders together, helping to streamline IT delivery.

A flexible and open Software Development Kit (SDK) provides a large catalog of ready to use APIs and enables new services and features to be developed autonomously and cost-effectively.

AVS can be tailored to address diverse business needs. It runs on a fully virtualized environment, and can be deployed on both private and public clouds, as well as on-site, providing elastic scalability and robust disaster recovery.

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.

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.
Powering business to consumer strategies that hit the mark

A next 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 set 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 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 powerful set of features, enabling our clients to consistently engage their customers through a high quality video experience.
Accenture Video Solution
Facts and Figures

Over 60M unique users worldwide use services powered by AVS every year

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

200,000+ on demand video titles are managed by the AVS Content Management System

Licensed by 15 companies, including broadcasters, telcos and cable operators

Ready to serve 2M 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
Value Proposition

Ongoing innovation to drive competitiveness

A cloud-based, industrial, open platform

Modularity, scalability and agility are at the heart of AVS. The platform embraces innovation and adapts to changing, unpredictable requirements through a microservice paradigm and DevOps approach. A large catalog of APIs are built into the software’s core platform and exposed through an industrial API gateway.

Adaptable to diverse needs

AVS is designed to be fully adaptable. For every player—be it an IPTV, OTTV or cable video business, and regardless of their stage in next generation video transformation—AVS can address its needs. AVS also offers a choice of deployment options: on premises, public or private cloud, traditional licensing, as a managed service, or SaaS.

A powerful Software Development Kit (SDK)

With AVS, video service providers can innovate at the speed of market demand whilst keeping their total cost of ownership under control. Through its fully cloud-based architecture and predefined set of applications on an open SDK, AVS can be used to launch new video services in a matter of weeks. Developers can utilize its open client SDK libraries to accelerate and standardize application development for any device.

A Digital Delivery Factory

AVS is backed by a Digital Delivery Factory that has the infrastructure, resources and expertise for continuous development, operations, and UI and app customizations. Blending onshore, nearshore, and offshore teams, the Digital Delivery Factory provides clients with a bespoke mix of proximity, agility and costs, driving high quality and rapid delivery.

A platform extensible through a powerful ecosystem of partners

We drive value and accelerate innovation by combining our proprietary AVS platform with leading-edge products from our technology ecosystem. In addition, a new mediation layer component can be used by our clients and partners to develop AVS "connectors" for their own technologies. Many are pre-integrated, including (but not limited to) Amazon Web Services, Imagine Communications, Ooyala, and ThinkAnalytics.

A solid, agile roadmap

AVS has a transparent roadmap that is regularly updated based on market trends, client needs and in line with the Accenture Digital Video strategy. The AVS roadmap takes an agile approach, and helps to ensure that in a rapidly changing ecosystem, AVS is at the forefront of technology.

Targeted investments for growth and innovation

AVS is key to Accenture’s growth and innovation strategy, complemented by important acquisitions including S3 TV Technology and Fjord. Our acquisitions of market leaders and innovators aim to provide the best in cutting-edge solutions, specialist skills, and optimized conditions for our clients.

Accenture has recently acquired S3 TV Technology.

By integrating the Accenture Stormtest® automated testing platform and expanding Accenture’s global video consulting and systems integration capabilities across all video industry segments, we are further augmenting our capabilities to help video businesses create and evolve high quality products.
Accenture has created a Digital Delivery Factory to power industrial-scale deployment of next generation, integrated digital video systems.

**Customer engagement to drive revenue growth**

**Multi-device applications that self-adapt to consumer behavior**

AVS comes with a reference user interface (UI) designed to maximize customer engagement, with 300 features available off the shelf, including: dynamic server side configuration, behavioral adaptation to customer segments, device synchronization, social network integration, content discovery and recommendations, download to go, and many more. Service providers can also opt for a custom-built UI, created by Fjord*.

**Providing technology and data scientists to increase video business performance**

AVS learns about its users. A next generation big data analytics engine analyzes customer behavior and segments users, enabling our clients to anticipate their consumer needs or react in real time with the next best action, delivering ahead of the curve. Bundled with a CRM and self-care solution, this enhances user focus, supports a/b testing, helps build customer loyalty and reduces churn, driving critical revenues.

**Monetization options**

An optional turnkey module enables digital video advertising, marketing and campaign management with AVS. Monetization and customer management features, including catalog management, CRM and pre-integrated payment gateways enable organizations to establish new revenue sources through any type of business model.

**Cost elasticity to drive the greatest ROI**

**Cost advantages with the cloud**

AVS can be fully deployed in public or private clouds, as well as on-site, giving it the flexibility to suit diverse infrastructure setups. Elastic cloud deployment helps to align resources with service consumption peaks, reduce operational costs, and lower capex investments, with scalable cloud transcoding for cost-effective infrastructure usage.

**Reusing legacy investments with AVS**

With its combination of open APIs and its standards-based approach, introducing AVS does not require the complete replacement of an existing platform. AVS micro services can be integrated with legacy systems and existing infrastructures, and the complete software stack can be run on previous generation IPTV set-top boxes, ensuring that investments in legacy devices are protected when migrating to AVS.

**Pay as you grow commercial 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. Based on a per-subscriber fee, this enables our clients to pay on an operating expenditure basis, synchronizing capital and operational expenditure with actual video business growth.

*Fjord is a design and innovation consultancy—that specializes in creating wide-ranging digital experiences and services—acquired by Accenture in 2013.

**Accenture's global digital video footprint**

**A global video business unit**

AVS is at the heart of the Accenture business unit, Accenture Digital Video, which provides a complete range of next generation video services. Home to over 2,000 digital video professionals, including 300 AVS specialists, Accenture Digital Video offers clients 360 degree digital video capabilities. AVS is also backed by a network of digital video centers strategically located across the globe: in Rome, Riga, Denver, Manila and Hyderabad. These hubs support client projects from start to finish—including design, testing and market launch, with 24/7 operations.

**A catalog of complementary video services**

The AVS software platform can be complemented through Accenture’s full spectrum of technical and business capabilities which support our clients as they build, transform and manage their video offering. Accenture can also supply marketing services that drive growth and monetization: Video Platform Deployment, Video Operations, Video Marketing and Monetization, Video Transformation and CPE Evolution services.
Accenture Digital Video

Our family of 2,000 digital video professionals includes 300 specialists exclusively dedicated to AVS.
Accenture Digital Video

In addition to Accenture Video Solution, Accenture Digital Video provides a comprehensive suite of business services, consultancy and assets—powering rapid delivery and growth of personalized video products.

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 delivers unparalleled technical and operational expertise for video service management. Dedicated video personnel are available around the clock and equipped with purpose built operational tools, helping to guarantee flawless video services over any network, to any 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 video service management and monitoring, as well as expert video service delivery support.

Video Marketing and Monetization

Accenture Video Marketing and Monetization services can help companies transform into data-driven, integrated digital video marketing and promotion organizations, maximizing the monetization of their assets, content and user interactions through our world-class analytics capabilities and custom framework. Our tools and expertise can boost ARPU, loyalty, share of voice—and significantly reduce churn.

Accenture provides a set of assets and services which help build and transform business capabilities. Underpinned by the development of an agile test and learn process that optimizes marketing, content and commercial offerings, Accenture can help businesses to break down the traditional organizational silos that prevent a pan-company digital culture. The result is delivery agility and increased effectiveness of customer interactions across all digital and traditional channels.

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.

CPE Evolution

Accenture’s CPE Evolution offerings transform CPE to a strategic asset, delivering a platform that drives viewer engagement. Through best-in-class services and Accenture StormTest® automation technologies, CPE can be rapidly evolved and optimized for a high quality viewing experience.

Compelling user experiences can be delivered leveraging digital TV systems engineering capabilities, built on more than 20 years’ experience in CPE development. Accenture’s expert consultants enable CPE technology decisions based on state-of-the-art knowledge. By embedding agile test automation-driven best practices into content and CPE delivery workflows, clients can accelerate software release cadence and improve product quality.
**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.

**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.

"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

"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
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.

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Mediaset

Premium Play

Mediaset 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.

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“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

“Ascenture 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

Accenture helps Mediaset launch Premium Play—a groundbreaking, multi-device, Over-the-Top TV service—and maintain high performance with ongoing innovative offerings.
**Mediaset Infinity**

Mediaset is the first commercial 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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**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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“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

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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.

Recognizing 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

STAR India

MUMBAI AND NEW YORK; APRIL 8, 2015

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.

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/avs
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
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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 approximately 373,000 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.