OPENTV VIDEO PLATFORM

CLARO COLOMBIA LAUNCHES NEW AGGREGATED DIGITAL ENTERTAINMENT SERVICE WITH CLARO TV+

Retaining subscribers through a SaaS-based, aggregated service offering with a fast time-to-market.

Claro Colombia used the NAGRA OpenTV Video Platform to analyze and address changing consumer behavior with the aim of further increasing consumer satisfaction.

Opportunity: Ten years into the digital transformation of their pay-TV services, Claro Colombia decided to refocus on improving time to market, becoming more cost-efficient and satisfying their subscriber base. They recognized the need to aggregate and bundle third-party services for additional revenue growth and switch to a modern user experience that would keep them dominant in their market.

Collaboration: Claro Colombia adopted the NAGRA cloud-based OpenTV Video Platform to unify the management of their content, packages and accounts. The NAGRA UX Framework provides the app on their new Android TV set-top box (STB) which forms the heart of Claro Colombia's new service. NAGRA Active Streaming Protection provided Claro Colombia with both multi-DRM to manage digital rights management and session management to prevent unauthorized account sharing. These were supported across Android TV, FireTV, iOS and other open devices.

Benefits:

- Subscribers now have an aggregated and compelling user experience.

- Claro Colombia has the behavioral insight they need to react to consumer preferences and better monetize content.

- The Claro tv+ Service continues to position the operator as a leader in their market through a proposition designed to increase customer satisfaction.

- Certification for Android TV by Google and Netflix took less than 90 days, allowing Claro Colombia to deliver pay-TV services through both cable and over-the-top (OTT) STBs, including cloud DVR.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT	Claro
COUNTRY	🇨🇴
SOLUTION	OPENTV VIDEO PLATFORM

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Our clients are the most important, and we want them to enjoy the latest in innovation and technology. Our Claro tv+ is the evolution of the experience and entertainment so that Colombians can enjoy it all in one place."

- Walter Borda, Corporate Director Strategic Planning & Innovation, Claro Colombia

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VALUE DELIVERED

A SHORT TIME TO MONETIZATION

As Claro saw their digital transformation accelerate due to the pandemic, they felt the need to provide a greater variety of content and adapt quickly to customer preferences for open devices. With the NAGRA cloud-based OpenTV Video Platform, they went from offering traditional pay-TV services to realizing their long-held vision of providing a rich user interface and multi-service content aggregation. Thanks to the NAGRA accelerated program of pre-integrating technology components, Claro's deployment took less than six months, including the Android TV STB, remote control, program guide metadata, content encoding and recommendations.

IMPROVED CONSUMER EXPERIENCE

At the heart of Claro's business strategy is customer satisfaction. This is defined as understanding new trends and tuning business and operational models to ensure the best customer experience. Through the OpenTV Video Platform, Claro can now manage and offer an attractive consumer experience for live TV, video on demand (VOD), cloud DVR, catch-up and personalization. Plus, Claro can now deliver content on multiple screens (mobile, tablet, FireTV, AppleTV, iOS, Android).

AGGREGATED CONTENT & SERVICES

The important trends in pay-TV are consolidation and service aggregation. For Claro, that means management of content and packages in a single place, and for subscribers it means a single user experience regardless of content source. The NAGRA OpenTV Video Platform allows Claro to bundle streaming services via the Android TV powered Claro tv+ app alongside additional value-added services like carrier billing with Netflix and deep search via the Claro Video Service. And with NAGRA, Claro is assured of comprehensive service security across all the key consumer touchpoints of their offering.

NAGRA KUDELSKI

NAGRA Kudelski is the world leader in the development and delivery of state-of-the-art technologies to secure the revenues of content owners and service providers for digital television and interactive applications across all network types.

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