

HISPASAT PERU LAUNCHES OTT VIDEO STREAMING SOLUTION

Enabling operators, ISPs, and regional content companies to offer subscribers a high-quality, multi-screen entertainment experience.

HISPASAT launches OpenTV Video Platform solution to empower providers with an advanced OTT streaming offering to increase consumer engagement, drive business transformation, improve customer retention, and expand their subscriber base.

Opportunity: HISPASAT is transforming to diversify its offerings through new technologies, services, and strategic alliances. The planned approach will help HISPASAT address market dynamics where the traditional TV segment struggles with cord-cutting as online alternatives become increasingly attractive. Other challenges also exist in the region, including piracy, which continues to hold back the potential of legitimate services.

Collaboration: The cloud-based HISPASAT OTT solution offers service providers the ability to select relevant content, including regional transport rights, and enables the management of subscriber offerings via the NAGRA OpenTV Video Platform. The service leverages the latest features, including Catch-Up TV and Network PVR, multiple audio and subtitles, EPG and reverse EPG, TimeShift, management of recordings, parental control, content search, and recommendations. In addition, the solution delivers both linear channels and VoD services. It can be offered through operator-branded user applications on different devices, including SmartTVs and hybrid Set-Top-Boxes (STB).

Benefits:

- An accelerated digital transformation for regional service providers delivered through a fully-featured video streaming solution offered by HISPASAT in partnership with NAGRA and Harmonic.
- Tools for content aggregation, offer management, bundling and pricing, content management, app layout visualization, and content security capabilities such as multi-DRM.
- Personalized operator branded user applications delivered through NAGRA's UX framework for set-top-box and streaming devices.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT

hispasat

COUNTRY



SOLUTION

OPENTV VIDEO
PLATFORM



Partnering with NAGRA enables us to provide an excellent response to the growing subscriber demand for linear streaming and Internet on-demand solutions, allowing us to strengthen our regional leadership position.”

- Javier Izquierdo,
Managing Director,
HISPASAT Perú

VALUE DELIVERED

STREAMLINED IMPLEMENTATION

With the NAGRA OpenTV Video Platform, HISPASAT can offer OTT streaming services to operators in the region through three simple steps:

1. Selection of content from HISPASAT cloud (including necessary transport rights),
2. Management of subscriber offerings via the NAGRA OpenTV Video Platform,
3. Distribution of the solution via an operator branded app published in the major App stores.

HISPASAT and NAGRA will provide the decreased time-to-market, cost-effectiveness, and flexibility operators require. The advanced OTT streaming solution will help operators increase consumer engagement, drive business transformation, improve customer retention, and expand their subscriber base.

COMPLETE SOLUTION

The collaboration provides operators with a complete OTT video solution. Powered by the NAGRA OpenTV Video Platform and Harmonic's VOS@360 cloud streaming solution, HISPASAT customers will be able to promote, curate, and monetize content. HISPASAT will provide the video processing infrastructure at its teleport in Lurin (Peru), including the receipt of linear content (TV channels) and on-demand content, as well as its coding and publication. The solution also provides the tools for content aggregation, offer management, bundling and pricing, content management, app layout visualization, and content security capabilities such as multi-DRM.

DELIGHT SUBSCRIBERS

The advanced OTT streaming solution enables operators, ISPs, and regional content companies to offer subscribers a high-quality, multi-screen entertainment experience. The service leverages the latest features, including Catch-Up TV and Network PVR, multiple audio and subtitles, EPG and reverse EPG, TimeShift, management of recordings, parental control, content search, and recommendations. In addition, the solution delivers both linear channels and VoD services. It can be offered through operator-branded user applications on different devices, including SmartTVs and hybrid Set-Top-Boxes (STB).