



VTVCAB LAUNCH DIRECT-TO-TV SERVICE WITH TVKEY CLOUD

Customers can now access HD digital TV service directly on Samsung UHD TVs

VTVCab, one of Vietnam's largest pay-TV providers, has selected TVkey Cloud to deploy its new Direct-to-TV service, and expand its subscriber reach through Samsung UHD Smart TVs.

Opportunity: With the acceleration of digital transformation in Vietnam and Smart TVs gaining traction around the globe as a preferred device for media consumption, VTVcab is keen to advance its digital transformation and simplify how they reach consumers. In the process, VTVcab will provide subscribers with more value by optimizing the user experience and achieving faster time-to-market for advanced services.

Collaboration: With the new direct-to-TV offer from VTVcab, Vietnamese consumers that have purchased a brand-new Samsung Smart TV or who have already purchased a compatible model, can now directly access VTVcab services without the need for any external device. Through a simple discovery process as part of the first-time TV setup, they benefit from intuitive service activation in just a few button presses of the Smart TV's remote control.

Benefits:

- VTVcab is able to provide full access to their HD digital television service without the need for any external device thanks to TVkey Cloud's inbuilt SmartTV security
- Thanks to reduced operational and development complexity, VTVcab can develop and deploy services faster, which simplifies and accelerates service availability to both existing and new users.
- With no need to supply a set-top box for direct-to-TV customers, VTVcab can optimize its investment; unlocking capital for other strategic initiatives.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY



SOLUTION

TVKEY CLOUD



Thanks to our cooperation with NAGRA and Samsung, we can effectively exploit TVkey Cloud to optimize VTVcab's investment costs. The unique cloud-based solution not only helps us to develop services, but also simplifies the process to reach our clients and provide them with access to advanced services to optimize the experience. This deployment takes place at a time when Vietnam is accelerating the implementation of the National Digital Transformation Program, including digital transformation in the field of television and digital content services."

- Mr. Bui Huy Nam,
General Director,
VTVcab

VALUE DELIVERED

INCREASE CONSUMER REACH

VTVcab can securely extend the service reach of its high-definition digital TV service to Vietnamese consumers who purchase or already have compatible Samsung Smart TVs. TVkey Cloud delivers a seamless user experience and a fast time to market that can be enriched through an HbbTV operator app to provide an operator-branded experience directly on the Smart TV.

UNCLUTTERING THE LIVING ROOM

VTVcab provides a simplified user experience for their direct-to-TV consumers. They can access their favorite content directly via the VTVcab app on their Smart TV without the need for any external devices, such as a set-top box, and can interact via the standard TV remote control.

OPTIMIZE INVESTMENTS AND UNLOCK NEW CAPITAL

VTVcab can provide access to their services without the need to subsidize any external device or require consumers to purchase expensive equipment - lowering their subscriber acquisition costs and optimizing the total cost of ownership for their services. This opportunity, enabled by TVkey Cloud, allows VTVcab to unlock capital for other strategic initiatives.