



US STREAMING SOLUTION

1TENNESSEE DELIVERS ADVANCED STREAMING SOLUTION IN RECORD TIME

Driving growth, engagement, retention and revenue

1Tennessee partners with NAGRA to launch a powerful IP-based multi-screen video service in record time, featuring premium and local content to optimize the consumer experience.

Opportunity: 1Tennessee faced a choice: sub-optimal agreement terms or selecting a new vendor to deliver their video service. With little time to react, 1Tennessee needed a cost-effective solution to drive revenue growth and automate operations with speed, efficiency, and flexibility. Plus, 1Tennessee wanted to ensure a long-term relationship with a market trusted, reliable and innovative partner.

Collaboration: Powered by NAGRA's OpenTV Video Platform, the integrated solution includes Harmonic's cloud video solution, a pre-integrated CRM system from GLDS, and Jackson Energy Authority's E+ Premier. This partnership enables 1Tennessee to implement a powerful offering, meeting consumers' demand for a broad range of content and streaming services delivered through a single, engaging, and branded app. With NAGRA, 1Tennessee is delivering a streaming solution that can drive engagement, retention, and revenue while helping to grow both video and broadband subscriber reach.

Benefits:

- Provide consumers what they want - new packages with options including first-run movies to community-specific programs, all designed for various household budgets
- Offer consumers a compelling quality of experience with discovery, voice, search, and recommendation functionalities
- Deliver full personalization driven by a recommendation engine with metadata functionalities
- Make business decisions and react to business conditions utilizing consumer behavior data delivered via integrated analytics and content promotion tools

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT

1TENNESSEETV

COUNTRY



SOLUTION

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As an industry pioneer, NAGRA is delivering a superior and proven alternative to other less-than-optimal industry options, making them the clear and trusted choice for us to deliver innovative entertainment experiences to our subscribers.”

- John Warmath,
President,
1Tennessee

VALUE DELIVERED

A VERSATILE VIDEO STREAMING PLATFORM

The OpenTV Video Platform is protected by an enviable patent portfolio and addresses STBs and streaming devices. Engineered with an all-IP streaming structure, the solution offers 1Tennessee the versatility to deliver everything from national channels, plus premium content to hyper-local, linear content. Its flexibility is designed to ease operator adoption, which has dramatically shortened 1Tennessee's time to market.

A COLLABORATIVE APPROACH

Subscribers want to find their favorite content quickly and never miss it. That's why the collaboration from NAGRA, Harmonic, and Jackson Energy Authority includes functions like personalized recommendations, start-over, catch-up, and cloud DVR. NAGRA built features into both the browser-based back office and the applications that subscribers use on their devices, plus the option to disable the features if required. JEA's expertise as a distributor combined with the NAGRA OpenTV Video Platform delivers local and national live and on-demand content for viewing on connected consumer devices, enabling customers to watch the content they want, on the device they want, when they want it. And, with GLDS, 1Tennessee is provided a CRM system allowing it to offer this ideal entertainment offering to subscribers with the added convenience of one bill.

MAXIMIZING REVENUE POTENTIAL

The OpenTV Video Platform includes a smart browser-based console for fine-tuning of promotions and monetization. The platform eliminates most deployment friction because it requires only an operator's channel list and logo to get up and running. That means this flexible streaming solution can be easily implemented by operators of municipals, electric co-ops, and rural Telcos who, like 1Tennessee, are looking to delight consumers while also driving engagement, retention, and revenue.