

CHOPIN LAUNCHES ADVANCED STREAMING SERVICE TO MEET CONSUMER DEMAND & INCREASE SUBSCRIBER BASE

NAGRA's OpenTV turn-key solution ensures the fastest time-to-market for Chopin Cable Television – and other Polish operators – to deliver subscribers feature-rich multiscreen content.

Opportunity: Established in 1995, Chopin Cable Television is a cable operator delivering triple-play services to subscribers in Poland's Pomeranian province. From its beginning, the company has been open to new technologies in order to keep up with the prevailing market trends. Chopin recognized the opportunity to meet consumer demand by enabling pay-TV operators, ISPs, and regional content companies to offer high-quality multiscreen entertainment services without having to roll out their own infrastructure.

Collaboration: Having previously deployed NAGRA security solutions, Chopin moved to broaden the partnership to continue exceeding their customers' expectations. Powered by the NAGRA OpenTV Video Platform, the cloud-based solution utilizes the Ion user experience across a wide variety of streaming devices. With tools for content aggregation, offer management, bundling and pricing, content management, and app layout visualization, the NAGRA solution will also include content security capabilities from the NAGRA Active Streaming Protection framework, including multi-DRM.

Benefits:

- With a low-touch market entry proposition, this solution is designed to deliver the features and benefits of a tier-one solution without the hefty price tag
- Innovations such as AI-powered personalized recommendations from partner XRoadMedia offer a holistic user experience across BYOD streaming and traditional linear programming
- Rapid time-to-market of an advanced OTT service designed to deliver increased consumer engagement, improved customer retention, and subscriber base expansion
- Service resale enables Chopin to empower other similar-sized regional operators outside its footprint with a leading turn-key service

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY



SOLUTION

OPENTV
VIDEO
PLATFORM



We sought a partner that could help us successfully expand our broadcast proposition to also offer an OTT solution that aggregates the breadth of content our consumers demand.”

- **Bogdan Laga**,
CEO,
Chopin Cable Television

VALUE DELIVERED

EXCEED CUSTOMERS' EXPECTATIONS

OpenTV offers an easy-to-use experience that simply makes sense to the consumer while providing operators with a streaming solution that will increase consumer engagement, improve customer retention, and expand their subscriber base. User centricity is at the heart of the platform's design. Its rich combination of voice control, intuitive search, program discovery and recommendation features are brought to life with personalized layouts and menus across live and video-on-demand content.

EXTEND SERVICE REACH

The NAGRA OpenTV Video Platform, protected by an enviable patent portfolio, addresses all managed and unmanaged options for STBs and streaming devices. Designed to offer a holistic user experience across BYOD streaming and traditional linear programming, the solution offers Chopin the versatility to deliver everything from premium, streaming entertainment to hyper-local, linear content. Its flexibility is designed to ease operator adoption, significantly reducing Chopin's time to market. Moreover, reselling this service means Chopin will enable other similar-sized regional operators outside its footprint with leading turn-key service.

DRIVE DECISION MAKING & SECURITY

The OpenTV Video platform utilizes AI and machine learning technology to provide the operator with data-driven decisioning. This enables the operator to personalize the entertainment experience and increase user engagement levels. The NAGRA solution is stacked with tools for content aggregation, offer management, bundling and pricing, content management, and app layout visualization. Also, it provides Chopin with content security capabilities from the NAGRA Active Streaming Protection framework, including multi-DRM.