

Claro Colombia Extends Claro TV+ Experience with TVkey Cloud

CLIENT



COUNTRY Colombia

SOLUTION TVkey Cloud

Subscribers can now access all their favorite Pay-TV channels without extra devices and featuring a single remote control

Claro Colombia utilizes the NAGRA TVkey Cloud solution to bring Pay-TV easily and elegantly to homes via Samsung Smart TVs models 2020 - 2023 UHD and up, lowering subscriber acquisition costs and uncluttering the living room.

Opportunity: At the heart of Claro's business strategy is customer satisfaction. The challenge is providing subscribers with more value while also increasing market share and revenues, reducing capital expenses, and maintaining a competitive advantage through innovation. Claro sought to extend their **TV Everywhere & Anytime** strategy, by extending the reach of their recently launched Claro tv+ service, a content aggregation solution based on Android TV and powered by NAGRA's OpenTV Platform.

Collaboration: With NAGRA TVkey Cloud, Claro Colombia can brand a customized user experience delivered to subscribers directly on their TVs. Consumers engage with an experience that Claro can fully customize. TVkey Cloud makes it easy to discover the Claro service directly on the TV screen. Instant activation enables consumers to sign up for and receive Pay-TV services as easily as they sign up for OTT services – and the activation process can be automated with no login or password required.

Benefits:

- Adds a new subscription method with a lower acquisition cost compared to a traditional STB deployment (no STB CAPEX, no logistic costs)
- Continues Claro Colombia's position as a market disruptor - the first TV operator in Latin America to offer this technology
- Extends Claro Colombia's market leadership position
- Provides Claro Colombia with a new addressable market to expand their footprint in consumers' homes



We are working together with Samsung and NAGRA to facilitate access to our customers who have Samsung TVs without the need for additional devices. In this way, we reinforce our purpose of enabling customers to watch TV how and when they want, in a simple way and without the need for a receiver. In addition, our expanded partnership with NAGRA builds on our recent Android TV success and strengthens our purpose of generating the same experiences for our customers from any device with an internet connection”

Rodrigo de Gusmao
*Executive Director
of Mass Market Unit,
Claro Colombia*

Value Delivered



Increasing Consumer Reach at Lower Costs

Claro Colombia can now provide broader subscriber access to its services, including 4K / UHD content, without the need to subsidize an external device or require consumers to purchase expensive equipment, thereby lowering their subscriber acquisition costs. The project took a phased implementation approach, first focusing on live OTT services. Subsequent phases now support ondemand OTT services such as Start-Over/Catch-Up/ nPVR and support IPTV Multicast for Live Services.



Delivering Simplicity for Subscribers

TVkey Cloud enables Claro Colombia to provide subscribers with dynamic content access. This includes Pay-TV accessed via a branded experience on their retail Smart TV that also accesses Claro's value-added services. Instant activation enables consumers to sign up as easily as they sign up for OTT services – and the activation process can be automated without the need for a login or password. Plus, the service unclutters the consumer's living room, allowing them to access their favorite content directly via the Claro Colombia user interface on their Smart TV. This removes the need for any external devices, such as a set-top box, and features a single remote control.



Building Brand Loyalty

Thanks to TVkey Cloud and the support of a persistent Operator App in the Smart TV, Claro Colombia has extended the influence of their brand with a fully customized user experience. The brand consistency across set-top-box, big screen, and multiscreen devices enables Claro Colombia to successfully extend its **TV Everywhere & Anytime** strategy. All while maintaining a rich user experience similar to other streaming devices or a native Android TV experience that enables service and content aggregation with other premium OTT streaming services.