



# 4iG Launches New Multi-Network, Super Aggregated Entertainment Service

CLIENT **4iG**

COUNTRY Hungary

SOLUTION OpenTV and Security Services Platforms

**4iG, Hungary's leading broadband and TV service provider, selected NAGRA as its system integrator and solution partner for its subsidiaries, Vodafone Hungary, DIGI Hungary, and Antenna Hungaria.**

**Opportunity:** After having been successfully acquired by 4iG Group, Vodafone Hungary became a member of a fast-growing ICT enterprise in a phase of rapid transformation. 4iG aims to replace all the different legacy systems, migrating them into an advanced multidevice TV service that is feature-rich and next-generation, providing an enhanced entertainment experience for its valued customers.

**Collaboration:** Leveraging both the NAGRA OpenTV Video Platform and NAGRA Security Services Platform, both hosted on AWS, the solution for 4iG features technology partners, 3SS, Sagemcom, and XroadMedia and allows for new monetization opportunities and richer, value-led propositions for 4iG by delivering personalized and advanced entertainment experiences for its current and future subscribers. The multi-vendor solution includes existing settop boxes alongside the latest Android TV set-top boxes from Sagemcom.

## Benefits:

- Ability for 4iG to become a super aggregator across any combination of Live, SVOD, TVOD, and, in the future, gaming, VR, and other digital services.
- Support for linear TV, catch-up, and nPVR for channels across all 4iG networks, including cable, IPTV, and OTT.
- NAGRA Security Services Platform enables 4iG to secure multiple network types using a single content protection platform integrated with the 3SS 3Ready product platform to power all experiences across devices, customized to 4iG requirements.
- Additional device support provided for Smart TVs, FireTV, AppleTV, and other major mobile consumer devices.
- OpenTV utilizes AWS cloud services Kubernetes, Cloudfront and S3 to ensure peak demand is matched by seamless scaling.



NAGRA was a logical choice because as a nextgen IT and Telco provider, we needed a next generation TV platform solution. Their solutions and experience will make our migration seamless as we improve our service offerings and user experience, while making our operation future proof."

**Tamás Bányai**  
Vodafone Hungary, CEO

## 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.



### Make Migration and Integration Easy

NAGRA is that partner and brings its expertise, partnerships, and solutions that are already proven to help our customers navigate the rapidly changing entertainment ecosystem. The OpenTV Video Platform makes innovation accessible to all types of media and distribution businesses, helping them gain market share and stay ahead in a competitive market.



### Drive Decision-Making & Security

The OpenTV Video platform utilizes AI and machine learning technology to provide you with data-driven decisioning. This enables you 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 4iG with content security capabilities from the NAGRA Active Streaming Protection framework, including multi-DRM.