



Tele Columbus adopts a Future-Ready Platform to Increase Choice and Flexibility for Viewers

CLIENT **PYUR**

COUNTRY Germany

SOLUTION OpenTV and Security Services Platforms

Tele Columbus selects NAGRA OpenTV as its solution provider and prime integrator to launch its new hybrid cable and multiscreen solution, PYUR TV.

Opportunity: With the television business changing dramatically over the last few years, Tele Columbus seized the opportunity to provide customers with a richer entertainment experience beyond a basic cable offering to increase subscriber loyalty, expand reach, and open new monetization opportunities.

Collaboration: NAGRA's best-of-breed partner ecosystem and global industry experience put us in a unique position to truly understand the challenge Tele Columbus faced. NAGRA's OpenTV Video Platform, hosted by AWS, is the core solution to address Tele Columbus' aggregation challenges. 3SS' 3Ready Framework is a complementary key technology foundation for the service, delivering a custom-designed and unified experience across hybrid set-top-boxes and major streaming devices. The result is a compelling and flexible Android TV and multiscreen solution offering AI-enhanced personalized discovery and a superior UX.

Benefits:

- Expertise and experience to bring together cohesive and tailored solutions that help Tele Columbus reach business goals
- Delivery of a richer content offering beyond that offered by cable with full content aggregation
- Compelling and flexible Android TV and multiscreen solution that offers AI-enhanced personalized discovery and a superior UX
- Ability to gain market share and stay ahead in a competitive market
- OpenTV utilizes AWS cloud services Kubernetes, Cloudfront and S3 to ensure peak demand is matched by seamless scaling



With PYUR TV, we now have a powerful product to offer our customers an outstanding entertainment experience and continue to grow in the face of competition.”

Markus Oswald
Chief Executive Officer,
Tele Columbus

Value Delivered



Compelling and Compliant Service

NAGRA, together with 3SS, Harmonic, XRoadMedia, Simply.TV, Sagemcom, and Broadpeak, delivers truly world-class video entertainment to Tele Columbus subscribers. Tele Columbus' PŸUR service will feature OTT services, including Netflix, Prime Video, and YouTube, as part of its hybrid DVB-C (cable) plus OTT Android TV STB, Smart TV, and iOS and Android mobile device delivery. The hybrid solution will complement live TV with advanced features, such as catchup, start-over, timeshift, PVR, and full compliance with the requirements of content owners and/or German legislation.



Competition Ready

With PŸUR TV, traditional linear television is greatly enhanced with new features and combined with OTT content to create a comprehensive entertainment experience for Tele Columbus customers. PŸUR TV is set to increase subscriber loyalty, expand reach and open new monetization opportunities by empowering Tele Columbus to provide customers with a richer entertainment experience beyond a basic cable offering.



Powerful Functionalities

NAGRA's OpenTV enables a better business experience, allowing for innovation at speed and within budget. Efficient and flexible, operations are automated through a powerful, user-centric management platform. The technology eliminates the usual resource-intensive integration projects and drives greater value to the bottom line. AI and machine learning technology provide data-driven decisioning making and enabling personalized entertainment experiences and maximizing user engagement levels.