

OPENTV VIDEO PLATFORM

Delight Consumers with a Video Platform that Drives Engagement, Retention & Revenue



Executive Summary

Innovate at speed and within budget by unifying your existing technology into a single platform to better market, monetize and manage your content.

The OpenTV Video Platform will address your consumers' demand for a broad range of content and streaming services delivered through a single, engaging, branded app.

Increase your operational efficiency, promotion, and data-driven decisionmaking opportunities.



Solution Benefits

- 1 **Content & Convenience:** Aggregate the ideal offering for consumers with the added convenience of one bill*. Feature your content (live, on-demand, and deep-linked) plus in demand content from leading streaming apps.
- 2 **Knowledge & Personalization:** Leverage consumer behavioral insights to inform editorial decisions and personalize the entertainment experience. Increase engagement time and upsell opportunities.
- 3 **Efficiency & Flexibility:** Eliminate expensive and time-consuming integration projects. Drive revenue growth by automating operations through a powerful, user-centric management platform.
- 4 **Innovate & Optimize:** Offer consumers a first-class user experience with discovery, voice, search, and recommendations. Utilize powerful tools to continually optimize the user experience.

* Appropriate commercial agreements are required.

A Powerful Solution for Today's Complex Market

Fully Integrated Solution

Helps accelerate innovation, enabling you to deliver engaging content and reduce churn.

Consumer Focused

Full personalization, recommendation engine, and metadata functionalities to enable compelling quality of experience.

Analytics Driven

Understanding consumer behavior with an integrated operations management console to adapt the business on the fly.

Full Service Flexibility

Designed to dynamically build up a content catalog that is automatically published based on the metadata.

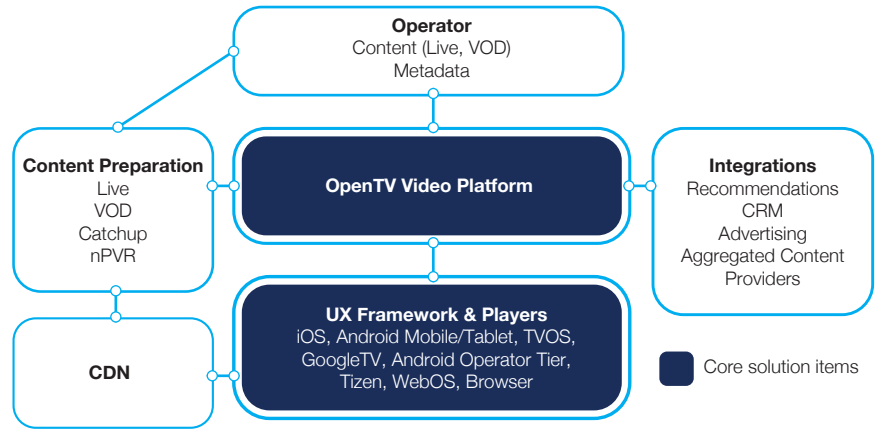
Modular Option

Adaptable and flexible modular approach available.

Content & Services Delivered Direct to the Consumer

Key Features:

- Consumer Friendly UX Framework
- Content Personalization / Recommendation (featuring XroadMedia)
- Seamless Content Aggregation (including Deep Linking and Operator Billing)
- AI Driven Editorial Curation
- Single Back Office Platform



GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY

Who We Are

Successful Projects

500+

TV PROVIDERS GLOBALLY

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

Satisfied clients

500M

PROTECTED DEVICES DAILY

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

Customer Protection

4000+

PATENT PORTFOLIO

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

Fully Charged and Ready

The Kudelski Group has a corporate history in the secure content, secure device and cybersecurity industries, and is one of the very few Amazon Authorized Security Test Labs in the world. If you'd like to learn more, experience NAGRA Scout yourself, or discuss further how it can add value to your broadband offering please Contact us. We look forward to continuing the conversation with you.