azuki SYSTEMS

Managed And Optimized Video Delivery For OTT/TVE

INCREASE ARPU, ATTRACT NEW SUBSCRIBERS, AUGMENT EXISTING MANAGED NETWORKS

Azuki's Managed and Optimized Over-The-Top (OTT) video delivery is a powerful, next generation TV Everywhere solution framework for service providers. With Azuki:

- Multi-system operators (MSOs) can smooth their migration from quadrature amplitude modulation (QAM) to all-Internet Protocol (IP) networks.
- Mobile network operators (MNOs) can achieve bandwidth efficiency for video delivery over the wireline infrastructure — before and within the cellular network — via adaptive bit-rate management for segmented video.
- Telco/IPTV operators can solve their challenges associated with extending Microsoft® Mediaroom to multi-screens.

SOLUTIONsheet

CHALLENGE: TURN THE OTT THREAT INTO OPPORTUNITY

Consumers' video-viewing habits are being shaped by a confluence of forces: the availability of first-generation video services; the proliferation of consumer-owned devices (e.g. smartphones, tablets, pads, streaming players and gaming consoles); and the influence of social media. As a result, today's consumers are watching less "appointment TV" and more video — anytime, anywhere — on their devices of choice while interacting with friends on their social networks.

This dramatic shift in behavior puts significant pressure on MSOs, MNOs, and Telco/IPTV operators. How to counter the fierce competition from first-generation OTT video services that has resulted in increased cord cutting and flat average revenue per user (ARPU)? How to monetize on multi-screens? How to extend existing TVE offerings in-home and on-the-go?

To meet consumer market trends and growing demand for TVE on any device, service providers need to turn the OTT threat into a strategic opportunity. To succeed, they must aggressively take advantage of a new breed of managed and optimized OTT video delivery, so that they can:

- Unlock new revenue opportunities.
- Increase customer stickiness and ARPU.
- Seamlessly reach new subscribers and screens while competing more effectively with pure OTT players.

SOLUTION: AZUKI'S MANAGED AND OPTIMIZED VIDEO DELIVERY FOR OTT/TVE

Azuki's Managed and Optimized OTT live and on-demand video delivery is a next generation framework built for the Azuki Media Platform™ that combines the promise of OTT/TVE video with the benefits of managed set-top-box (STB) service.

The Azuki next generation OTT delivery framework ensures a consistent, managed and optimized video delivery experience across consumer-owned devices over unmanaged networks. And it ensures anytime, anywhere video — without requiring changes to service providers' back-office infrastructure or existing network operations. That means service providers get the best of all worlds: reach, scale and anytime, anywhere access combined with content protection, multi-room DVR capabilities and a top-quality viewing experience.

Now, service providers can:

- Quickly and easily augment their existing managed networks and monetize on their own OTT content delivery to multi-screens – at home and on-the-go - without having to build a new network infrastructure.
- Transparently extend their OTT/TVE video services — beyond the iPad — to encompass more consumer-owned devices.

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FEATURES & BENEFITS

OTT/TVE VIDEO DELIVERY

Managed and Optimized Delivery Framework

» Ensure unmanaged networks behave and perform like managed networks, with no disruption to existing video operations, enabling service providers to capitalize on multi-screens and TV Everywhere initiatives with:

- Anywhere, anytime, any device session-shifting
- End-to-end entitlement control per subscriber, device and content
- Dynamic multi-screen ad insertion
- Extended HTML5 compatibility for monetization and security
- Detailed consumption analytics and metrics from all device types

MANAGED OTT/TVE VIDEO DELIVERY

Normalization and Standardization

» Simplify and automate the process of normalizing and unifying media preparation, adaptive streaming, digital rights management (DRM), entitlement enforcement, analytics and monetization – including ad-insertion – across all consumer owned devices.

Universal Content Protection

» Merdan-audited, studio-approved universal DRM framework extend content protection to all consumer owned devices. Also, it provides support for existing DRMs by creating a new multi-screen entitlement server for device detection, content licensing tiering and runtime device type and count enforcement.

OPTIMIZED OTT/TVE VIDEO DELIVERY

CDN Switching

» Create CDN switching, an overlay video delivery network with policy and rules for content delivery over multiple CDNs to multi-screens.

- Load-balancing functionality based on content and end-point-addresses – similar to extending today's server load balancing in the web infrastructure to video.
- Extension of internal delivery network with external CDNs performing the function of inter-CDN failover and intelligent CDN selection for geographic reach.

OTT/TVE MULTI-SCREEN MEDIA DELIVERY PLATFORM AND DELIVERY CLIENT

Connector-Based Architecture

» Provide simple plug-and-play interface with service providers' existing back-office systems

» Enable seamless interface with DOCSIS and PCRF policy servers to dynamically monitor and manage traffic peak and network capacity at all times.

»» BENEFIT: MORE SUBSCRIBERS + MORE DEVICES = MORE REVENUE ««

Azuki's Managed and Optimized OTT video delivery was built to help service providers unlock the potential of their service delivery infrastructure and enable them to expand their live and VOD services to new consumer-owned devices — with exceptional ROI and limited costs.

With Azuki's Managed and Optimized OTT video delivery framework, service providers can:

» Grow video service revenue

» Decrease costs and complexity

» Increase quality of user experience (QoE)

» Optimize content delivery

» Enhance customer loyalty

» Attract new subscribers

THE BOTTOM LINE

Service providers that leverage the power of managed and optimized OTT/TVE video delivery along with their managed networks, and offer a rich, consistent viewing experience across multi-screen devices and networks anytime, anywhere — will thrive in today's video environment.

SOLUTIONsheet

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43 Nagog Park • Acton, MA 01720 • 978.844.5100 • www.azukisystems.com