



# IPTV/OTT – What’s in it for providers?

White Paper by Plum





## Introduction

It is clear now that Interactive TV is coming, but are the providers ready for it? Digital television was a big investment just to start with, but it had its advantages... Bandwidth was better used, quality of the signal was better...

iTV brings many advantages for end users but is it an investment worth the expense for the providers?

There are at least two reasons for introducing iTV.

First one is chain of reaction. Big Telekom companies already have in their offer services such as Timeshift and CatchupTV, based on supply and demand laws it is just the matter of time when every provider of TV content will have to offer the same just to keep his users, not to mention gain new ones. If you fall behind with offer, users will migrate to the other provider that can offer all the things that you can't.

Second reason is new services – attracting young population and a new source of income. Advanced new services don't have to be a good thing just for the end users. Providers can use these new functionalities to offer new services and to attract younger population who have grown up on the internet. Children today grow up with smart phone or tablet in their hands. If young generations are so addicted to internet why not use that and stop them from abandoning television and completely turning to YouTube and similar sites?



If everything is spinning around internet - social networks – Facebook, Viber, Skype, Twitter, mail, YouTube, Google, online movies... why not use it to promote TV as well? Why not introduce Internet television?



## iTV – benefits for providers?

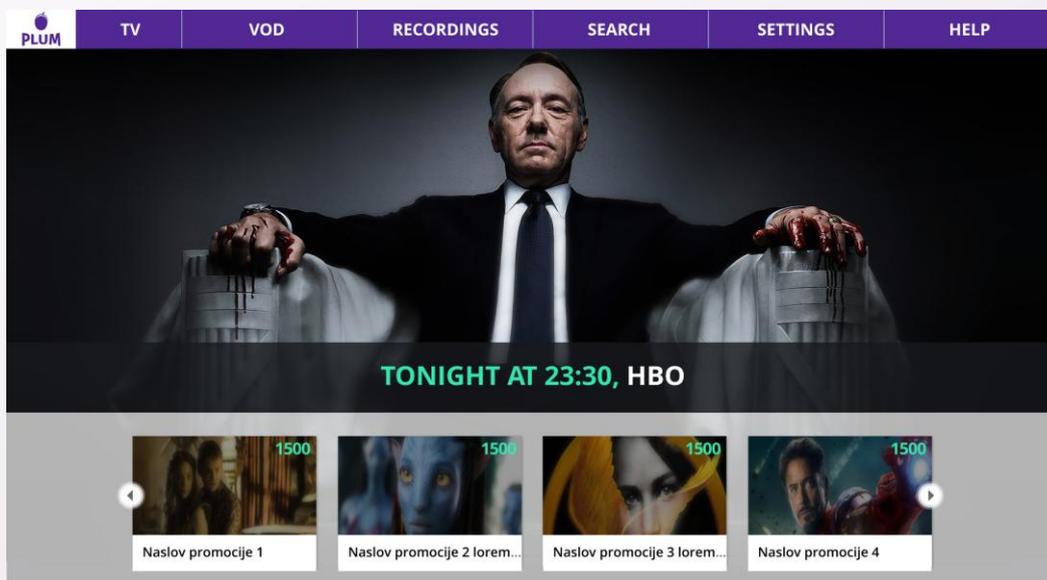
With Digital television, providers could just stream the content to the end users. And that was it for provider-user communication. ITV is giving some advantages to providers as well, not just end users.

Here are some interesting features that Plum software offers:

### Promotions

Marketing is one of the ways for a provider to have a return of investment as soon as possible. Provider is able to create various promotions for their subscribers and therefore to significantly increase his revenue. Promotions are offered through all applications (STB, web and mobile) and managed and updated by administrator. Subscribers will be able to buy:

1. Extra storage for recordings
2. Extra sub-profiles
3. Video on Demand content (individually or packets)
4. Channels (Individually or packages)



This feature is very interesting because users no longer have to come to the providers office to buy a packet, they can do it online. It makes buying more accesable and easier, which increases the chances that users will buy something.

**„Marketing is one of the ways for a provider to have a return of investment as soon as possible“**



## Protection/Security

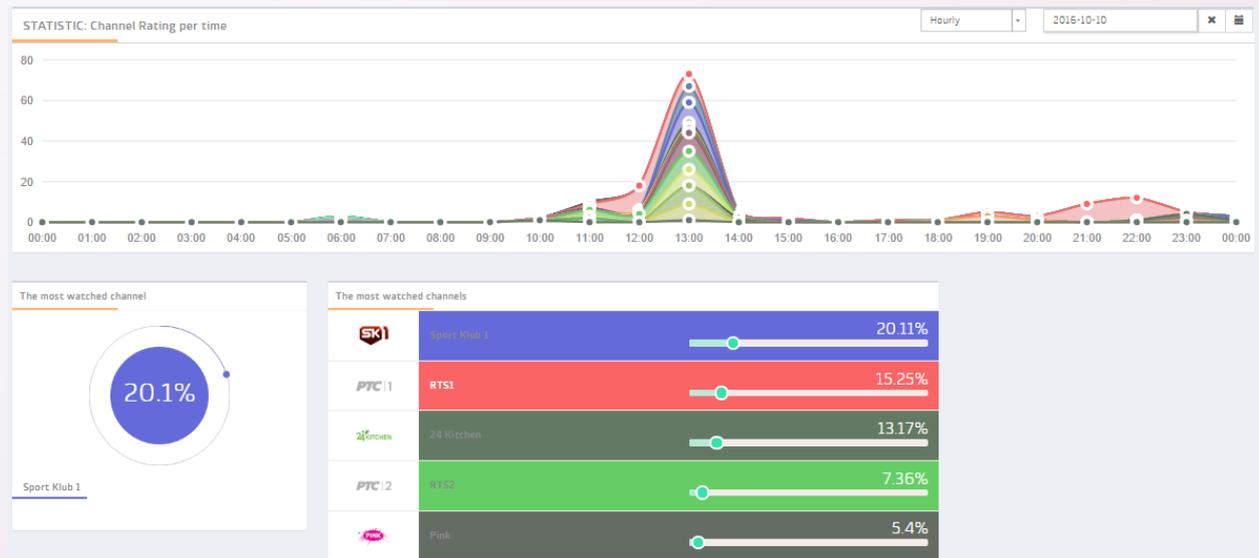
Plum Middleware supports Tokenisation, CAS and DRM protection. The provider is able to choose which of these types of protection to use in their headend. Plum also gives providers opportunity to choose a specific DRM vendor for example, with who the integration can be done if he is not integrated with Plum already.

## Export of billing data

Plum has support for collecting postpaid billing data and also for implementing prepaid sms gateway service. The administrator is able to see the invoice for every subscriber separately in administrative panel. All that data can be exported to other billing systems via web service, so that providers can use their existing billing systems.

## Statistics and analytics

Biggest progress between IPTV/OTT and classical Digital TV is the possibility of monitoring subscribers statistics. Plum MW has integrated statistics which will enable administrators to have insight into what their customers like to watch, what they like to buy, and consequently to create better promotions and offers for them. This will improve providers revenue and customers satisfaction because they will be able to buy exactly what they want and what they need.



## Administrative panel

All management of the system is integrated into Operator Dashboard - Admin Panel. All details regarding administration of content, packages, invoices, storages, subscribers, promotions etc. are managed in Admin Panel. It is intuitive and very easy to use.



## Conclusion

Although digital television brought some advantages, iTV can bring even more, if implemented correctly and used to the fullest. New features attract new subscribers and constant upgrading will keep them. Even if digital TV sounds like a fine solution for now, in a relatively short period it will be surpassed. Providers have two choices: to wait the moment when they will have to switch to ITV or to embrace the change and do their best to choose the right solution on time.

