

IRDETO DELIVERS BROADCAST TV TO PCS, LAPTOPS, AND SMART PHONES FOR LEADING AUSTRALIAN PAY TV OPERATOR

THE CHALLENGE

- Improve subscriber services in the face of growing Australian TV channel competition
- Boost retention rates with more convenient catch-up TV access to content at any time
- Attract more customers with innovative services, on more devices
- Deliver existing content to PCs and laptops
- Leverage the reach of the Internet to build new revenue streams
- Provide new services without significant increase in administrative workload

THE SOLUTION

- A highly integrated content management system smoothly handles encoding, encryption and flow of content from the existing pay TV broadcast system to the consumer's PC.
- A series of pay-per-view (PPV) business rules simplifies the billing process by ensuring accurate charging of a customer's credit card every time premium content is downloaded.
- Highly automated processes require limited staff intervention to arrange daily video library updates or launch new services.

THE BENEFITS

The Irdeto content management solution enables the pay TV company to:

- Offer a near-HD quality viewing experience on consumer PCs
- Stand out from the competition with more than 30 channels of premium TV content available on PCs – a factor that helped the company achieve 130 percent of its targeted customer uptake in the first eight weeks following launch alone.
- Increase customer loyalty and decrease churn
- Develop new revenue streams that leverage the power of the Internet to reach a broader audience - on average, subscribers download two to three shows per week.
- Offer consumers an easy to use PC-based viewing experience
- Ensure more complex service delivery does not require increased staffing levels, thanks in part to a highly automated workflow
- Meet consumer demands for flexible viewing: offering both 'time shifting' and 'place shifting'

An Australian pay TV operator needed to address the growing trend that its subscribers were watching more and more entertainment on their PCs, laptops and smart phones. The company tapped Irdeto to help address this need, thereby improving customer loyalty and developing this new revenue stream. While still an exemplary deployment reference for Irdeto, the following case study has been cloaked due to corporate policies at the customer site regarding written endorsements

THE CLIENT

This leading Australian pay TV company services more than 1.5 million homes (an average of 6 million viewers) on cable and satellite through retail and wholesale distribution.

THE SCENARIO

The Australian market presents a significant pay TV opportunity with a population of 22 million spanning 9 million households. As the reigning market leader in the region, the pay TV operator took an aggressive approach to new media as a core focus for future growth.

Facing increasing competition from broadband providers and new market entrants and the growing popularity of PVR and Internet TV options, the company wanted to leverage the pervasive nature of the Internet to make premium content available to existing customers via download to PCs, laptops, smart phones and other Internet-connected devices.

This step served to extend the pay TV company's reach to an important new communications medium, helping to improve customer loyalty and reduce customer churn as well as developing a new revenue stream through PPV program sales.

"Quality content is paramount to fully enjoy the digital lifestyle, and despite many changes in the TV market, we expect it to remain so," a spokesperson at the pay TV operator said. "Since we already offer much of the best programming available, our strategy is to aggressively focus on new media opportunities and build customer loyalty by leveraging the latest technology to deliver our premium content at any time and on any device."

To achieve this goal, the operator worked with its long-standing partner, Irdeto, to implement a complete content management solution to simplify the complex process of delivering new services and avoiding unnecessary additional costs.

THE STRATEGY

The operator wanted to leverage new developments in technology to maximize the choice available to consumers and, in doing so, increase loyalty and boost average revenue per user. To do this, the operator chose to deliver digital video recorders free of charge to existing customers – allowing subscribers to watch the company's premium content at any time. Irdeto also helped the operator stream its full 200 channel line-up to paying customers over different devices ranging from PCs to smart phones. To accompany this array of new services, a credit card-based PPV billing system had to be implemented over a highly efficient platform, due to the competitive nature of the pay TV industry and the need to maintain strict control over costs.

WHY IRDETO?

Irdeto was a natural choice for this project. Today's increasing bandwidth availability means operators are contending with a vastly more diverse and complex set of media devices and distribution options. Irdeto differs from competitor offerings that are focused on closed, guarded pay TV systems, and embraces a new and dynamic environment the company has coined Media 3.0.

The hallmark of Media 3.0 is the wide dissemination of and engagement with a brand and its content – with access, reach and flexibility interwoven throughout the entire distribution process. Irdeto recognized this divergent approach more than six years ago and began developing a suite of products that allow operators in the Media 3.0 age to disseminate content to any consumer device while maintaining the integrity of the content and the relationship. In addition to this Media 3.0-focused approach, Irdeto was selected for the following reasons:

- Irdeto combines cutting edge technology with a solid understanding of the requirements for a pay TV business model that effectively incorporates new media.
- Irdeto has a long-standing partnership with the operator in developing market-leading pay TV solutions.
- Irdeto's solution simplifies the complex process of managing content from many sources in a centralized system to minimize the need for additional manpower and administrative resources.

THE SOLUTION

The pay TV company's download service uses Irdeto's content management solution to handle the encoding, encryption and flow of content from the existing broadcast system to the consumer's PC. This is done by carefully integrating with the operator's subscriber management system and establishing a series of complex PPV business rules so a customer's credit card is charged every time premium content is downloaded.

The result is a highly automated process that requires little intervention to arrange a daily video library updates or launch new services. Its consumer appeal became evident in just eight short weeks following the launch, when the pay TV operator achieved 130 percent of its targeted customer uptake. On average, subscribers download two or three shows per week. In keeping with the spirit of Media 3.0, the Irdeto solution facilitates video and metadata ingestion from the operator's own channels and third party sources; automates the workflow needed to schedule, transcode and distribute live and on-demand premium content to PCs; provides studio-strength digital rights management; supports authentication through the company's billing system, product packaging and transaction management; and provides a near-HD quality viewing experience on consumer PCs for a range of channels.

THE FUTURE

Irdeto has built a solution portfolio with the components key to maintaining operator/subscriber relationships and content security, and has made significant technology and R&D investments to deliver a proven software security and digital asset management solution portfolio across a global customer base. Irdeto is the trusted partner of choice for next generation pay TV, hybrid and pure Internet-based operators that seek to deliver unlimited access to premium content – far beyond the set top box and through a multitude of consumer devices and platforms.

Focusing on customer satisfaction as a key driver for retaining subscribers and boosting PPV revenue in the age of Media 3.0, this operator aims to continue leveraging advances in technology to deliver new services.