

# TATA PLAY

The best user experience on  
consumer devices with Irdeto  
OTT solutions

**irdeto**

**TATA PLAY**



# OVERVIEW

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Tata Play\* is India's leading content distribution platform providing pay TV services via broadcast and OTT networks to more than 22 million subscribers. Their overarching objective is to provide the best content in the world on any budget, to any screen, and at any time. It has propelled Tata Play to continually launch products and services that redefine the consumer viewing experience.

Tata Play offers 600+ channels, including HD channels and other services on its platform. As the second most populated country in the world, India is the land of opportunity for pay media but also a fiercely competitive market. To appeal to the ethnically and culturally diverse population, Tata Play must constantly add content and platform services across various genres and languages. Diversity alone, however, is not enough to win market share. Tata Play must also leverage technologies to their strategic advantage to deliver the best user experience while also reducing time to market, cost, and risk.

With these challenges in mind, Tata Play has chosen Irdeto as their strategic partner to secure their content and services on OTT networks. In India and across the globe, Irdeto has the expertise and infrastructure to support the scale and ambition of Tata Play's business.

*\* Formerly known as Tata Sky*



# THE CHALLENGE

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To ensure a business and brand expansion, Tata Play needed to address the following challenges:

- **Device choice:** Tata Play wanted to expand the choice of device options available for viewers. For OTT services, this resulted in a need to support a host of popular iOS and Android devices, as well as PCs and browsers. To do so, they must have a truly integrated multi-DRM solution that can add new devices quickly and easily.
- **Excellent viewing experience:** Tata Play needed to ensure high performance for the multitude of services they offer, including more than 500 live channels, 6000 video on demand (VOD) assets, catch-up TV, and download & go. This meant that their chosen solution partner must be able to offer the technologies, expertise, and standard of excellence to deliver the scalability and reliability that is required for the massive Indian market.
- **Technology advances:** Tata Play strives to be at the forefront of offering innovative services. This meant they needed their solution providers to not only be experienced and capable of supporting new technologies, but also highly responsive to Tata Play's changing needs. They needed a solution provider to think and act like their business partner.

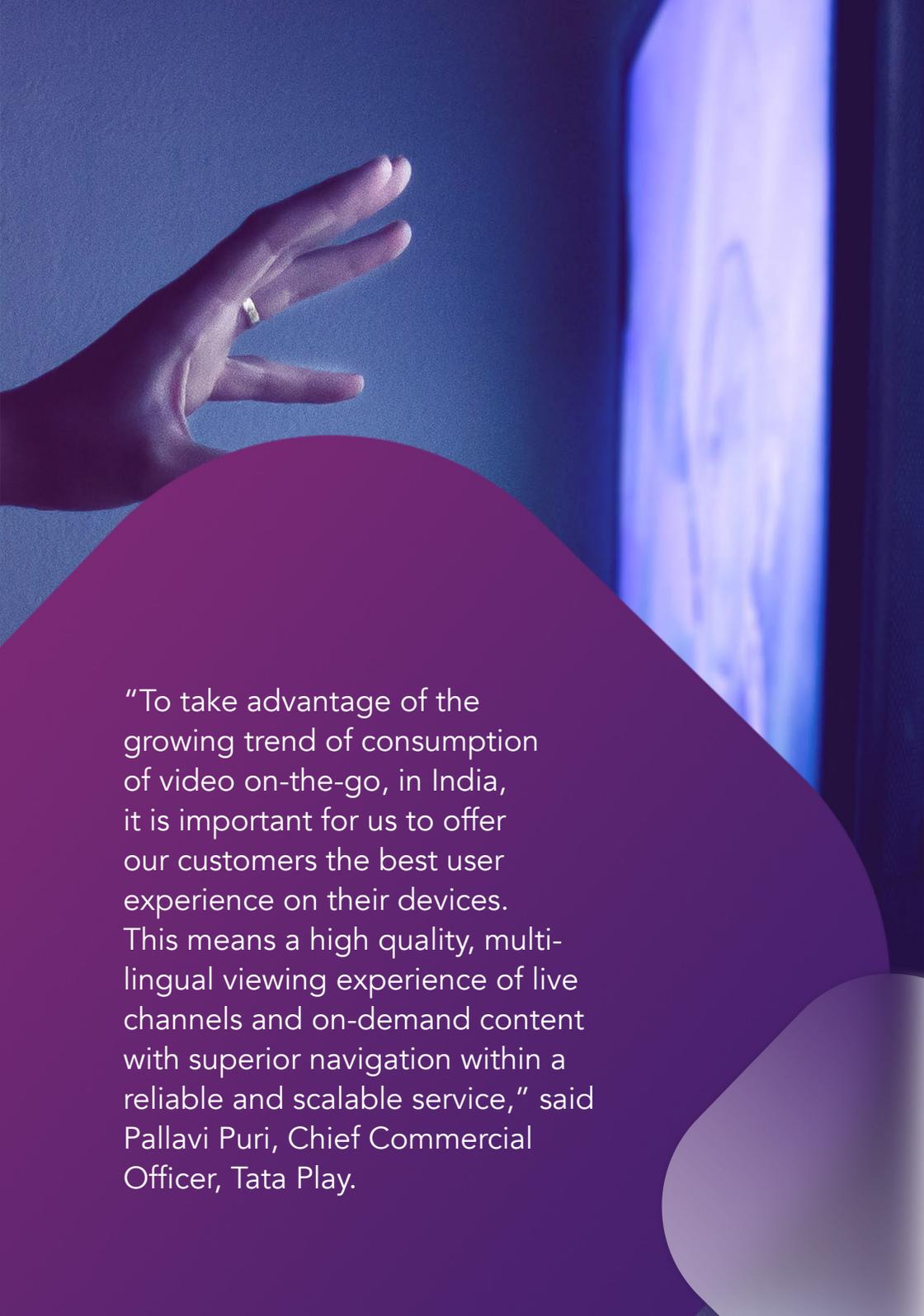


# THE SOLUTION

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To maximize Tata Play's customer reach, Irdeto provided Irdeto multi-DRM solution to help Tata Play support all major DRM's on a wide range of devices. In addition, Irdeto multi-DRM solution gives Tata Play the flexibility to configure consistent business policies across different devices regardless of the underlying DRM technology.

To manage a massive library of media assets, Tata Play leveraged Irdeto Media Manager to simplify and streamline workflows. Irdeto also managed the planning and deployment of the project for Tata Play, including both implementing Irdeto's own solutions and working with third parties to ensure successful end-to-end integration.



“To take advantage of the growing trend of consumption of video on-the-go, in India, it is important for us to offer our customers the best user experience on their devices. This means a high quality, multi-lingual viewing experience of live channels and on-demand content with superior navigation within a reliable and scalable service,” said Pallavi Puri, Chief Commercial Officer, Tata Play.

## THE RESULT

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With the support of Irdeto’s team and solutions, Tata Play successfully launched their OTT service on Android and iOS devices, as well as PCs and browsers. The Tata Play app is available in app stores, and their innovative “My Box” feature allows mobile app users to schedule recording on the PVR at home.

Despite the complexity of the projects, Irdeto has consistently demonstrated the ability to execute with efficiency and high quality. It has helped earn Tata Play’s trust in this long-term partnership.

With Irdeto as their security partner, Tata Play is in control of their business and future. They have the flexibility to adopt the world’s best technology and services, to go-to-market quickly to expand their business and brand.



# WHY IRDETO

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- ✓ Mature solutions and established partnerships in the media ecosystems
- ✓ Streamlined workflows and highly responsive support
- ✓ Proactive monitoring for high SLA and peace of mind
- ✓ Commitment and proven history of delivering the best value to operators
- ✓ Excellent references from tier-1 operators as their trusted security partners
- ✓ Lowest total cost of ownership (TCO) and time to market (TTM)

## ABOUT IRDETO

Irdeto is the world leader in digital platform security, protecting platforms and applications for video entertainment, video games, connected transport and IoT connected industries. Irdeto's solutions and services enable customers to protect their revenue, create new offerings and fight cybercrime. With 50 years of expertise in security, Irdeto's software security technology and cyberservices protect over 5 billion devices and applications for some of the world's best-known brands. With a unique heritage in security innovation, Irdeto is the well-established and reliable partner to build a secure future where people can embrace connectivity without fear.

