

Irdeto Data and Analytics

Looking to breathe new life into your video platform solutions? Irdeto Data and Analytics Solution Suite offers an exciting range of new options for Operators looking to improve Quality of Service and elevate levels of Consumer Engagement.

OVERVIEW

Whether focusing on Super Aggregation, Operational Efficiency, Video Monetization or User Experience, operators increasingly recognize data as pivotal to drive competitive decisions. Data is the crucial input for generation of business intelligence and to form the data pool for future automation and optimization through the application of AI.

In addition, fleet data collected across devices in the operator network can be correlated with individual device data to massively optimize and automate customer support operations. As a result, effective remote device management increasingly requires close integration with the data and analytics solutions.

Similarly, when sending messages, integration with data and analytics provides the ability to exercise highly granular targeting for campaigns, A/B testing, OTA applications and more.



**INSIGHTS
SOLUTION**



**REMOTE DEVICE
MANAGEMENT**



**APP CONTROL
FOR ANDROID TV**



INSIGHTS SOLUTION

The Irdeto Insights solution empowers customer platforms with comprehensive insights and quality of services related diagnostics, providing a seamless view across devices. It leverages real-time analytics to drive content engagement and anticipate future trends for sustained growth. With insights into application usage, the customer can identify content demand in your subscriber base and upsell premium content to attract consumers to your services.

BROADCAST INSIGHTS (ADD ON FOR HYBRID ATV/ RDK PLATFORMS)

Broadcast Insights is an extension to the Irdeto Insights solution. The solution is used in hybrid operator platforms using the Irdeto DVB Stack and Irdeto Middleware. It unlocks valuable insights related to broadcast channel consumption.

THE KEY FEATURES:

- Easy comparison of engagement across broadcast, OTT and premium app provided content in the operator network
- Broadcast viewer behavior analysis
- Broadcast channel usage metrics
- Broadcast advertisement effectiveness
- Broadcast content consumption patterns

DESCRIPTION

The key features of this module include:

- Actionable insights and diagnostics for informed decisions
- Comprehensive analysis supporting platform optimization
- Real-time analytics for taking pro-active measures
- Consumer behavior trends for optimization opportunities

USE CASES

The main use cases of this module include:

- Personalizing content delivery based on viewer engagement
- Real-time quality of service (QoS) issue detection and resolution
- Targeted content suggestions
- Captures relevant data to optimize business operations

VALUE

Via the utilization of Insights module, the operator can expect to realize:

- Enhanced platform performance leading to improved user satisfaction
- Reduction in operational costs through proactive issue resolution
- Increased revenue opportunities and retention by leveraging consumer insights
- Strengthened security measures against piracy and malware threats



REMOTE DEVICE MANAGEMENT (FOR ANDROID TV AND RDK PLATFORMS)

Remote device management brings a optimize their operational efficiencies and customer support costs.

The solution allows monitoring of various specific client device performance parameters, like CPU utilization, memory usage, uptime, network throughput (data received and transmitted), etc. in real-time.

It boosts efficiency and security by introducing the capability to directly access and compare individual box analytics against the global fleet and to take actions pro-actively on the device.

The solution streamlines tasks, enhances content protection, and ensures control. Understanding the device performance monitoring metrics is key to optimize the delicate balance between resource utilization and user satisfaction.

DESCRIPTION

The main features of this module include:

- Easy visualization and communication with managed devices through the Remote Device Management console
- Find, inspect, and execute critical actions on managed platforms
- Cloud-based service delivery
- Essential for managing hybrid or pure OTT video platforms

USE CASES

The main use cases of this module include:

- Search & manage specific devices or groups of devices by various criteria
- Execute real-time commands and remotely share the devices screen
- Detailed fleet management capabilities through the console
- Gain insights into device usage for informed business decisions

VALUE

Via utilization of the Remote Device Management solution, the operator can expect:

- Reduction of truck-rolls to consumer premises
- Access crucial insights to feed business strategies
- Reduction in costs for call centers and maintenance
- Faster issue resolution and support through simpler and more powerful tools





APP CONTROL FOR ANDROID TV

An open App Store means consumers are free to download whatever applications they want to an operator-tier managed platform. This creates a worrying scope for unpredictable security issues for operators that are under strict license from content rights holders. Such issues include malware, piracy and even unstable applications that may impact operational performance of the platform.

Irdeto App Control solution gives operators back the control they were used to on proprietary STB platforms, including the ability to monitor usage of all apps and block activity that threatens their subscribers or business. But operators must also take care to act fairly and within applicable privacy regulations, in the spirit of openness that underpins the Android TV platform. Irdeto's expertise bridges the gap between Silicon Valley and the pay TV industry.

NOTE

For customers that subscribe to the App Control Solution there is a suite of additional services that the operator can discuss with Irdeto Cybersecurity Services team to further optimize ability to address piracy and malware in a specific operator region. These are:

- Access to Irdeto's piracy knowledge base
- Managed Service for App Control – let Irdeto take care of malware, pirate streaming applications and regulatory requirements on your behalf

DESCRIPTION

The key features of this module include:

- Granular app control (removal, suspension, and notifications)
- Tailored rules for addressing business models and regulations
- Aggregated view across device manufacturers and SoCs vendors
- Anonymous usage data collection and notifications for enhanced user experience

USE CASES

The main use cases of this solution include:

- Proactive app management for operational platform integrity
- Customized rules for compliance and business needs
- Enhanced user engagement through targeted notifications
- Proactively combating piracy attempts

VALUE

Via the utilization of the Irdeto App Control Solution the operator can expect to:

- Regain managed platform control
- Ensure platform security against piracy, malware, and unpredicted operational issues
- Balance compliance and balances licensing rules
- Maximize user app access while meeting industry standards

SCHEDULING, CAMPAIGNS AND A/B TESTING

SCHEDULING

Irdeto Data and Analytics solution exposes external facing APIs to empower Customers to schedule and automate commands.

CAMPAIGNS

Operators can leverage Irdeto Data and Analytics solutions to support optimization of solutions like “Over the Air” firmware updates and A/B testing, as examples. This includes the ability to place subscribers into groups and measure insights over a selected period. Importantly the messaging solution facilitates to drive engagement via the ability to target subscribers of specific groups with messages or notifications.

GENERAL FEATURES OF IRDETO DATA AND ANALYTICS

The Irdeto Data and Analytics solution suite supports the following general features that can be discussed with Irdeto.

- User Roles and Audit Trail – For effective SLA management all actions are tracked, and roles can be assigned and limited to predefined access levels/dashboards to support operations and to minimize risk from unauthorized actions
- Data Export – External APIs are provided to customers for tighter integration of the Irdeto Data and Analytics solutions with the Customer Ecosystem
- Online Help – Customers have access to all feature-related-documentation from within the product

Would you like to learn more about Irdeto Data and Analytics or explore how it can enhance your revenue?

Reach out to us today at www.irdeto.com!