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evergent

From fragmented to future-ready: Transforming subscriber management and monetization video experience

A unified platform for
seamless experiences,
scalable growth and
innovative revenue models

EXECUTIVE SUMMARY

As the media and entertainment industry shifts from rapid subscriber acquisition to sustainable growth, content providers must fundamentally rethink how they engage, retain and monetize their audiences. The global entertainment and media industry is projected to grow by an additional US\$597 billion by 2028, reaching US\$3.4 trillion. Capturing this growth will require companies to reinvent their business models. This means reimagining how value is created, delivered and captured across the ecosystem. Therefore, pay-TV operators, broadcasters and Over-the-Top (OTT) platforms must evolve.

To succeed, content providers must deliver personalized, seamless and value-rich experiences across every touchpoint from onboarding and content discovery to billing and cross-device engagement. The partnership between **Irdeto Experience** and the **Evergent Monetization Platform** makes this possible, combining advanced subscriber management with flexible monetization capabilities. Together, we enable:



Revenue growth

Through dynamic pricing, bundling and AI-driven churn prevention



Unified customer experience

With seamless onboarding, personalized offers and omnichannel engagement



Operational efficiency

By consolidating systems, reducing complexity and accelerating time-to-market



BUSINESS CHALLENGES

More than half of consumers cancel streaming services when they encounter poor user experiences or irrelevant content.

These rising expectations are reshaping the media landscape, thus placing pressure on providers to deliver not just content, but intuitive, personalized and consistent digital experiences.

Over 60% have a tendency to choose platforms that deliver personalized recommendations and seamless access across devices

— (Deloitte)

As a result, traditional pay-TV operators, broadcasters and sports rights holders are rapidly entering the streaming space, joining OTT-native platforms in the race to capture and retain digital audiences. But while the opportunity is vast, the path forward is complex. On the other hand, OTT platforms are under pressure to scale rapidly across regions, devices and monetization models, all while maintaining a consistent, high-quality user experience. Yet many providers, both legacy and OTT remain constrained by fragmented systems, rigid monetization frameworks and operational inefficiencies that hinder their ability to compete in a fast-moving, consumer-driven market. The most common barriers to growth that providers are facing today include a shared set of challenges across the board:

Fragmented legacy systems

Outdated and siloed infrastructure forces reliance on manual processes, which slows innovation and makes it difficult to support hybrid service models, ultimately driving up operational costs and reducing agility.

Rigid monetization models

Inflexible pricing structures, limited bundling capabilities and weak partner integration restrict the ability to test new offerings, hindering revenue diversification and responsiveness to market demand.

High churn, low loyalty

Without real-time data and personalized engagement, providers miss key moments to retain customers, leading to higher acquisition costs and diminishing long-term customer value.

Operational complexity

Managing multiple disconnected systems across regions and services increases overhead, delays time-to-market and burdens support teams, making it harder to scale efficiently and respond quickly to change.

Inconsistent user experience

Disjointed interfaces, entitlement systems, and fragmented onboarding journeys frustrate users, reducing satisfaction, engagement and the likelihood of long-term retention.

Limited agility

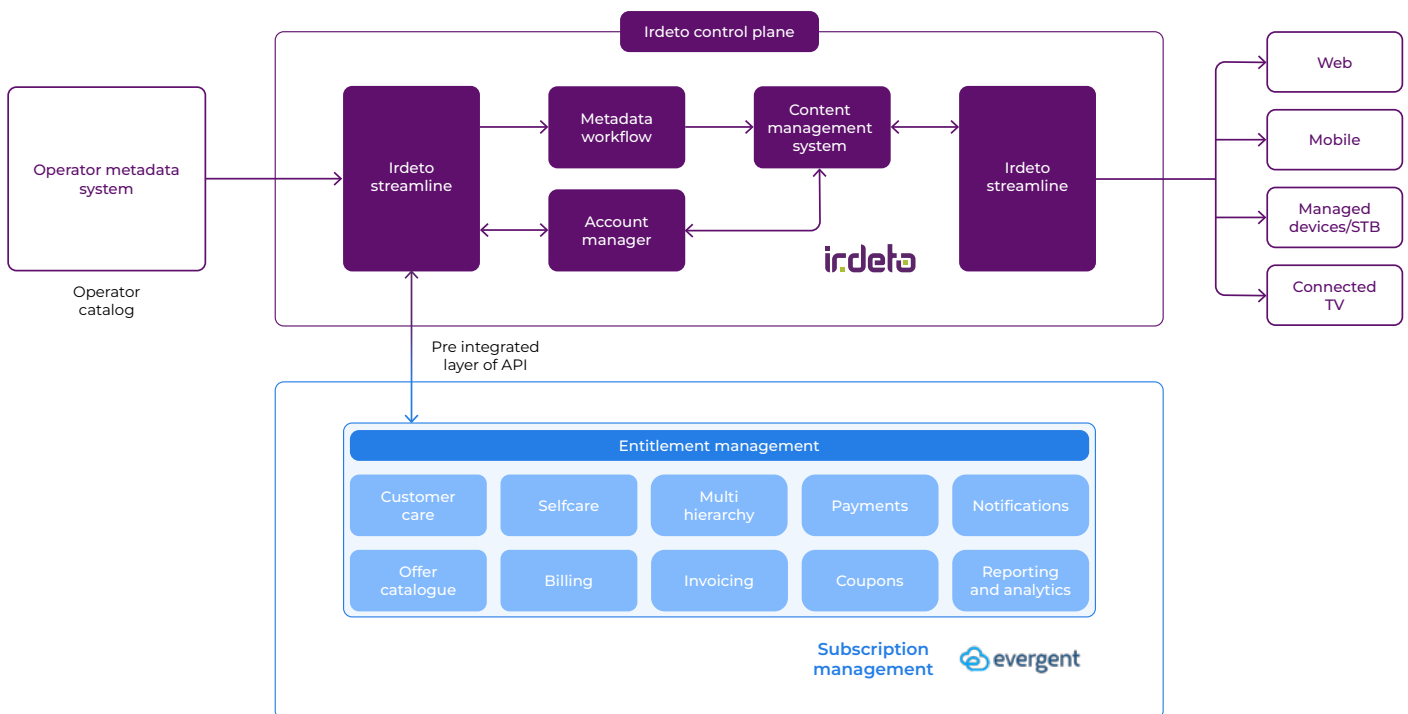
Legacy systems lack the flexibility to quickly launch new services or adapt to shifting market conditions, undermining competitiveness in a fast-paced digital environment.

THE JOINT SOLUTION AS PART OF IRDETO EXPERIENCE

Irdeto and **Evergent** deliver a fully integrated, end-to-end solution that enables content service providers to streamline video delivery, optimize monetization and accelerate time-to-market, all through a single, configurable platform. Designed for flexibility, scalability and operational efficiency, this joint solution supports a seamless user experience across broadcast, streaming, live and hybrid environments.

The **Irdeto Experience** platform is a modular, future-ready video solution tailored for pay-TV operators, broadcasters and OTT providers. It offers complete control over how content is delivered, discovered and monetized ensuring consistency, security and personalization across all viewing platforms.

Complementing this, **Evergent's Monetization Platform** empowers service providers to quickly launch and manage dynamic business models. With robust tools for subscription management, bundling, promotions and customer lifecycle optimization, Evergent drives revenue growth and long-term customer engagement in a fast-evolving media landscape.



Together, **Irdeto** and **Evergent** empower content providers to deliver premium experiences, unlock new revenue streams and stay ahead in a competitive media landscape.

INTEGRATED ARCHITECTURE AND OPERATIONAL BACKBONE

At the core of the joint solution, **Irdeto** acts as the **system integrator and orchestration authority**, leveraging its deep and proven expertise in unifying complex broadcast, OTT and hybrid workflows into a single, cohesive solution. The **Irdeto Experience** platform serves as the technological foundation enabling efficient integration, faster deployment and consistent performance across complex video delivery ecosystems. Key capabilities include:

- 1. Unified content management:** Aggregates and standardizes metadata from multiple sources to enable consistent, enriched content discovery and delivery across all platforms and devices.
- 2. Centralized user and device management:** Provides scalable and secure control over user identities and devices, ensuring seamless access across geographies and services.
- 3. Modular, flexible architecture:** Offers a composable design that supports tailored deployments allowing providers to integrate only the components they need, with minimal overhead.
- 4. Scalable, high-performance delivery:** Supports super-aggregation and high concurrency, enabling reliable delivery of live and on-demand content at scale.
- 5. Comprehensive content protection:** Integrates multi digital rights management, anti-piracy and cybersecurity solutions to protect premium content across managed and unmanaged environments.
- 6. Unified management console:** Centralizes content, engagement and monetization workflows reducing operational complexity and accelerating time-to-market.
- 7. Seamless workflow integration:** Bridges broadcast, OTT and hybrid systems into a cohesive, end-to-end service delivery ecosystem.



ADVANCED MONETIZATION AND CUSTOMER LIFECYCLE MANAGEMENT

Integrated as a core part of the **Irdeto Experience** ecosystem, **Evergent's Monetization Platform** enables service providers to execute advanced acquisition, retention and monetization strategies with scale, speed and precision. Key capabilities include:

Cross-platform acquisition

Delivers seamless, personalized onboarding journeys across mobile apps, web portals, operator interfaces and partner ecosystems.

Flexible catalog and offer management

Supports dynamic product, bundle and campaign configurations through a highly adaptable, attribute-based catalog system.

Diverse monetization models

Enables a wide range of pricing strategies including retail, wholesale, partner and App Store models across various billing cycles and payment methods.

Advanced promotions engine

Facilitates targeted offers such as free trials, tiered discounts and contextual promotions based on customer behavior or product type.

Wallets, vouchers and loyalty programs

Enhances customer engagement with support for prepaid wallets, bonus credits, coupon management and loyalty incentives.

AI-Driven churn management

Leverages predictive analytics to identify at-risk users and proactively launch retention workflows, including smart payment retries and personalized win-back campaigns.

BUILT FOR GROWTH: HOW IRDETO AND EVERGENT DELIVER BUSINESS VALUE

This joint solution from **Irdeto** and **Evergent** provides a unified, future-ready platform that empowers service providers to accelerate growth, streamline operations and elevate customer experiences.

- 1. Accelerated launch and innovation:** With a modular, pre-integrated architecture, the platform enables rapid deployment of new services, bundles and monetization models supporting agile expansion and continuous innovation without disruptive system overhauls.
- 2. Unified revenue and customer management:** By consolidating content, billing and user workflows, the solution breaks down silos between pay-TV and OTT environments ensuring seamless service delivery, personalized experiences, and optimized revenue generation.
- 3. Operational efficiency at scale:** Automation and centralized management tools reduce manual processes and operational overhead, lowering total cost of ownership while maintaining superior service performance and reliability.
- 4. Enhanced engagement and retention:** Powered by AI-driven churn prediction, dynamic promotions and intuitive self-service capabilities, the platform enables proactive user retention strategies driving sustained customer satisfaction, loyalty and lifetime value.

CONCLUSION: A PATH TO FUTURE-READY SUCCESS

The joint solution from **Irdeto** and **Evergent** delivers a state-of-the-art platform designed specifically for pay-TV operators, broadcasters, and OTT providers. By integrating Irdeto's expertise in content management and security with Evergent's advanced monetization and AI-driven churn management, this unified platform drives accelerated revenue growth, superior customer experiences and enhanced operational efficiency. Built to streamline workflows, reduce costs and provide a comprehensive, real-time view of customers, the solution empowers service providers to innovate rapidly and maintain a competitive edge in an evolving media landscape.

Together, we enable smarter content delivery, optimized monetization and lasting customer loyalty – fueling the future of video entertainment.

ABOUT IRDETO EXPERIENCE

Irdeto Experience is an end-to-end modular video streaming platform that allows content service providers complete control over how content is delivered, discovered and monetized. Irdeto Experience enables them to create a seamless user experience across devices, boost revenue through flexible ad and subscription models and streamline operations to reduce time-to-market and complexity. It's secure, scalable and ready for the future.



Unlock the power of Irdeto Experience

Boost engagement, drive growth
and streamline operations

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