

ANDROID TV FOR OPERATOR

Localization | Deploy | Monetization

Trending

AndroidTV is witnessing a significant momentum, with 6 out of 10 top Smart TV OEMs & 140+ Pay-TV operators opting for Android TV.

The media industry is growing with 1000+ content providers and 5000+ apps on Google Play Store, providing the AndroidTV consumers with a wide range of options to choose from.

AndroidTV has moved beyond traditional platforms such as TVs, STBs, streaming dongles, etc. to more innovative ones such as projectors, sound bars, and more.



Opportunities & Challenges

Operators are facing the challenge of catering to the increasing demand for localization. Android TV Operator Tier (ATOT) helps operators to deploy customer experience with diverse portfolio of localized apps, and features such as catchup, VoD, SVoD, and interactive app.

Rich user-experiences are crucial to increase the engagement levels amongst subscribers. Android offers voice recognition, voice control & Google cast integrated with consumer devices and set-top boxes, which helps in boosting the user experience.

Operators are looking for new opportunities to expand monetization. Android TV enables integration of OTT apps (Netflix, Amazon Prime) onto their set-top box and analytics for targeted ad management, which helps them to expand monetization opportunities.

Ready-to-deploy CMS, OTA server & client, licensable QoE assurance, customizable Operator Tier, and remote monitoring solutions help operators to go-to-market faster and efficiently manage the service lifecycle.



Benefits for your Consumer

Streaming: With an Android box, one can surf the internet, answer emails, watch YouTube videos, and stream content from various apps to get the best experience

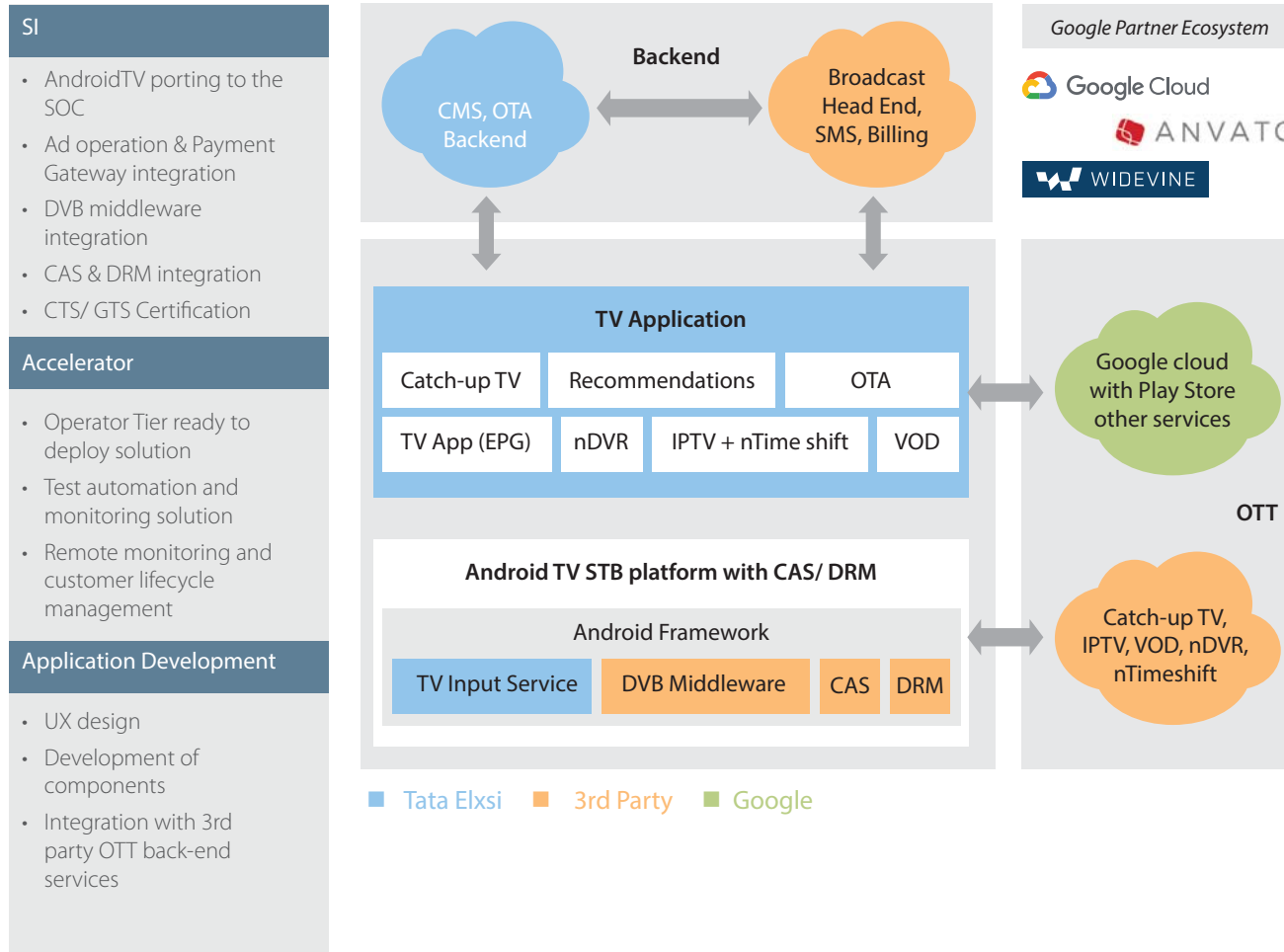
Gaming: Ability to download games from the App Store. Can play games on the big screen with minimal to no cost for the games

User-friendly: Use Google voice search, making the content search much easier

Cheaper: The cost of an Android box is much less than spending a large amount of money each on the cable or satellite bill

SERVICES ACROSS ANDROID TV DEPLOYMENT LIFECYCLE

Service Framework



- SI**
 - AndroidTV porting to the SOC
 - Ad operation & Payment Gateway integration
 - DVB middleware integration
 - CAS & DRM integration
 - CTS/ GTS Certification
- Accelerator**
 - Operator Tier ready to deploy solution
 - Test automation and monitoring solution
 - Remote monitoring and customer lifecycle management
- Application Development**
 - UX design
 - Development of components
 - Integration with 3rd party OTT back-end services

Success Stories

'Tech Peripheral of the Year' award for Internet TV developed in partnership with Airtel

Front-end application development deployed in **190 countries with 50 mil subscribers** in partnership with Zee5

Platform engineering partner for a semiconductor company, enabling entry into the Android market & porting Android O onto the chipset

Differentiators

- Holistic engagement with an expanding ecosystem of partners - OEM, CAS, DRM, content owners, App marketplace vendors
- Operator tier template for multi-platform and application development
- FalconEye test automation solution, ensuring conformance to functional and non-functional requirements for the services
- Perceptual monitoring of OTT streams to evaluate Quality of Experience (QoE) across geographies

System Integration | Platform Customization | Development and Testing