

# ANDROID TV FOR OPERATOR

Localization | Deploy | Monetization

## Trends

Android TV 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 Android TV consumers with a wide range of options to choose from.

Android TV has moved beyond traditional platforms such as TVs, STBs, streaming dongles, etc. to more innovative ones such as projectors, soundbars, and more.



## Opportunities

Operators are facing the challenge of catering to the increasing demand for localization. Android TV Operator Tier launcher helps operators deploy customer experience with a 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 boosts the user experience. Operators are looking for new opportunities to expand monetization. Android TV enables integration of OTT apps (Netflix and Amazon Prime) onto their set-top box and analytics for targeted ad management, which helps them expand monetization opportunities.

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



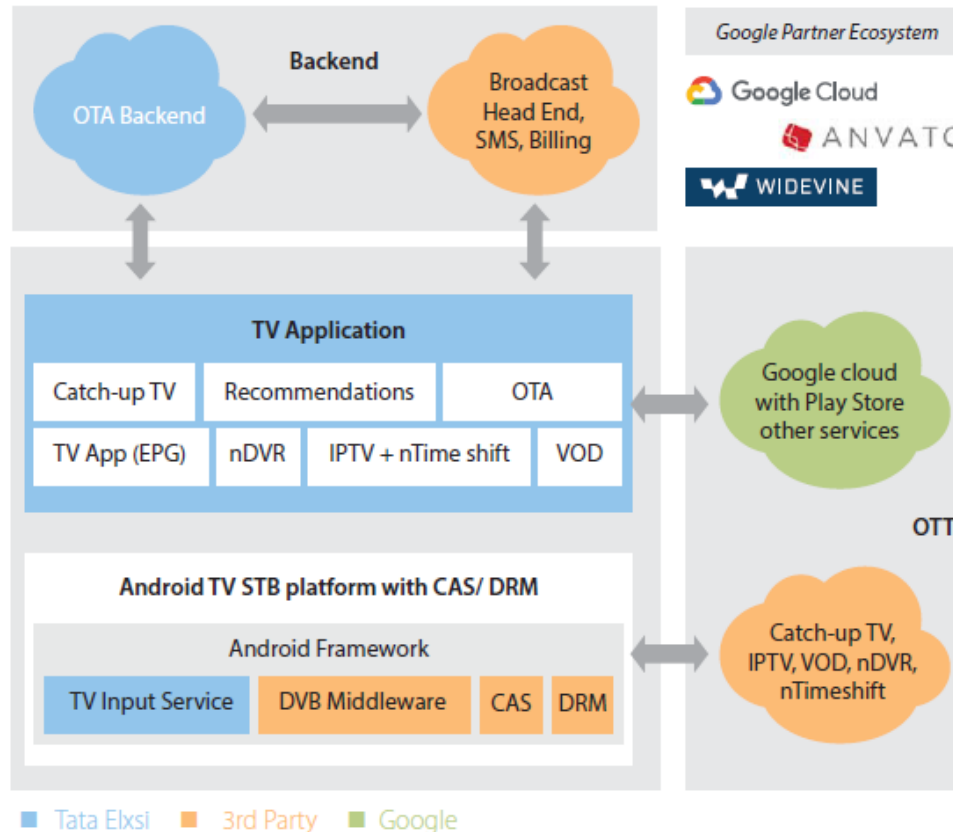
## Consumer Benefits

- **Streaming:** With an Android box, one can surf the internet, answer emails, watch YouTube videos, and numerous app streaming services such as OTT contents to get the best experience
- **Gaming:** Ability to download games from an application store. Can play games on the big screen with minimal to no cost for the games
- **User friendly:** Use of Google voice search for streaming content makes the content search much easier
- **Cheaper:** The cost of an Android box is much less than spending a lot of money each month to keep current on your cable or satellite bill

# SERVICES ACROSS ANDROID TV DEPLOYMENT LIFECYCLE

## Service Framework

- SI**
  - Android porting to SoC
  - Ad Operation and Payment Gateway Integration
  - DVB middleware integration
  - CAS & DRM Integration
  - CTS/ GTS Certification
- Accelerator**
  - Operator Tier Launcher
  - Test and Automation Solution
  - Field Management Solution
  - Ad Solution
  - Unified OTT Engineering Solution
- Application Development**
  - UX Design
  - Development of Components
  - Integration with 3<sup>rd</sup> party OTT back-end services



System Integration | Platform Customization | Development & Testing

## Differentiators

- Ready to adopt Android TV operator tier Launcher
  - Customize | Control | Manage
  - Smarter | Flexible | Engage | Monetize
  - Re-use | Re-skin | Re-build
- Pre-integrated with industry-standard solutions for field management, test automation, monetization, and OTT backend
- Holistic engagement with an expanding ecosystem of partners - OEM, CAS, DRM, Content owners, App marketplace vendors
- One-stop solution for Android TV services with faster time to market and with a flexible business model

## Success Stories

- Airtel Internet TV developed in partnership with Tata Elxsi won the **NEXA NDTV Gadget Guru's 'Tech Peripheral of the Year' award**
- ZEEL partners with Tata Elxsi for front-end application development of ZEE5 which was successfully deployed in 190 countries with 50 mil subscribers
- Platform engineering partner for a semiconductor company, enabling entry into Android market & porting Android O onto the chipset