

LEADING PAY-TV OPERATOR

Leveraging the best linear and on-demand content into an enhanced video offering for its customers. Why SES's end-to-end Online Video Platform (OVP) solution was selected.

Case Study

Industry

Platform Operators

Location

Latin America

SES▲

Television has always been a popular form of entertainment in Latin America (LATAM). Established over ten years ago, this company is a large pay-TV provider, operating a subscription satellite television service nationwide, with over two million customers.

As part of their content lineup, the company operates nearly two hundred TV channels including popular brands such as Fox/Fox Sports, History Channel, Universal Channel, Sony Entertainment Television, and National Geographic. All the programming is originally in Spanish or dubbed/subtitled into Spanish, with many channels in HD.

For almost ten years, this leading operator has had a special relationship with SES. Leveraging SES's satellite network, the operator disrupted the local TV market, bringing a low cost offering for the first time into the country and causing an explosion in growth in pay-TV subscribers.

With increased competition and the ever-growing demand for OTT services, the operator looked for ways to enhance their video offering. They took several steps to increase customer loyalty, such as bundling mobile minutes and data with their DTH packages and becoming one of the first players in the market to launch video-on-demand and TV Everywhere services on an OTT platform.

However, the constant evolution in the OTT world soon made this OTT platform look too limited in terms of end-user functionality, and outdated in terms of look and feel. The operator was unable to apply different business models and monetisation capabilities to keep pace with industry developments and maintain a competitive edge. As a result, they sought a trusted service provider with an end-to-end DTH and OTT solution, and the technical expertise, to provide greater content choice (linear and on-demand) and functionality for their end users.



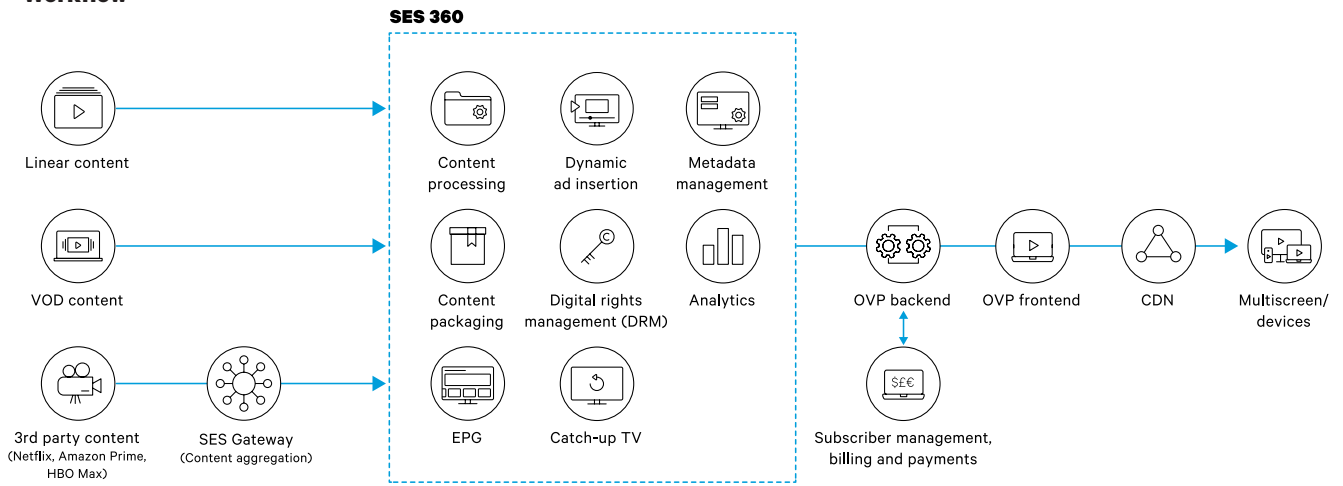
The operator started to evaluate various online video platforms (OVP) where they would be able to add a robust linear TV lineup of over 50 channels, integrated with content from large third-party content providers, such as Amazon Prime, HBO, Netflix and others. A critical prerequisite was the ability to offer a seamless user experience in one interface, while avoiding the need to sign up for multiple subscriptions.

At the end of 2020, SES was selected for this complex opportunity after strong competition with other OVP providers. SES's complete end-to-end OVP solution met all the requirements, enabling the operator to seamlessly integrate linear channels and on-demand content, including content from third-party providers. By providing a single platform from which end viewers can watch content

seamlessly from multiple sources without the need to switch between applications, provides an enhanced viewing experience, that has been enabled by SES. Importantly, SES offered the flexibility, expertise, and pragmatism they were looking for as a trusted, reliable partner in the video ecosystem. With their existing relationship, the operator was keen to have SES as the interface for all its linear and new OVP services.

SES's OVP platform allows for over 50 linear channels with 72 hours of catch-up TV, and thousands of hours of on-demand content to be ingested and managed via the SES 360 unified media platform. The solution is highly scalable, so the number of channels can be increased as needed. To offer further monetisation opportunities, SES provides dynamic advertising insertion and administration within the user interface.

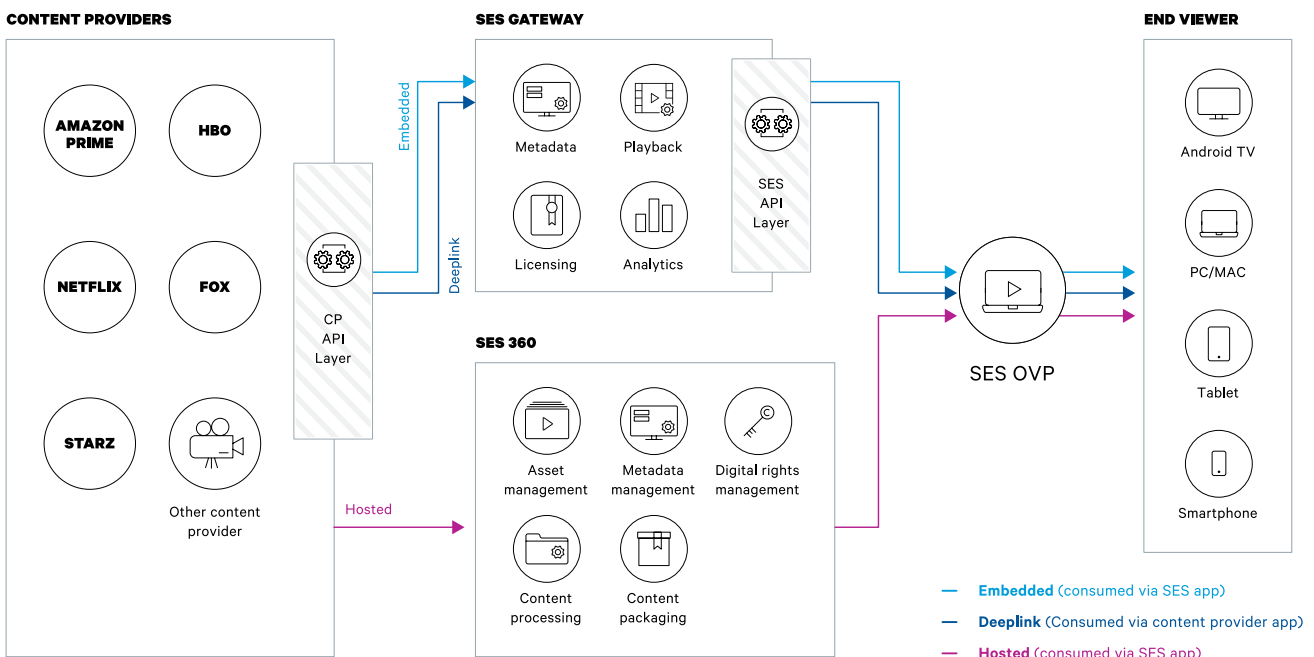
Workflow



SES Third-Party Online Video Service Provider Gateway

SES's OVP solution offers a super aggregation model via the SES Gateway, bringing together third-party linear and on-demand content in one seamless platform. Acting as an integration layer, the SES Gateway allows content to be accessed from external OTT service providers, such as Amazon Prime and Netflix, in an enhanced user experience.

Content metadata is ingested to the SES OVP with content played in Embedded or Deeplink mode. In Embedded mode, users can browse and select content and play the video directly on the SES app. In Deeplink mode, users can browse and select content on the SES app and are then taken to the third-party content provider app directly to play the asset in a seamless fashion.



SES offers an integrated OVP that allows for the consumption of linear channels, third-party and on-demand content. Bringing together all the components within the solution, SES has successfully created an attractive commercial offering and a compelling end-product.

Provided Solutions

- Online Video Platform (frontend/backend)
- SES Gateway for third-party content aggregation
- Dynamic ad insertion
- Content processing
- Content packaging
- Analytics
- Metadata management
- Catch-up TV
- Linear and on-demand
- Digital rights management (DRM)
- Subscriber managements
- Hybrid content aggregation and distribution
(satellite, fibre, IP, CDN)
- SES 360

CUSTOMER FEEDBACK

While multiple vendors could, on paper, deliver a similar technical solution, what set SES apart, in addition to competitive pricing, was SES's demonstrable 30+ year track record, its video expertise delivering content and integrating service providers as well as creating an outstanding, trustworthy and future proof solution for the market.

HYBRID

TV Platform

MILLIONS

of subscribers

50+

Linear channels

“We could offer the customer a best-in-class OVP solution, bringing over 50 linear channels and on-demand content together with third-party content providers via the SES Gateway. The operator believed this would make them super competitive going forward. They knew that SES is a financially stable company, which can accompany them as their OVP services grow to deliver the best service at every stage of the process. Our close relationship was an important factor, providing full transparency and giving them the confidence and trust to move forward.”

XAVIER ESTRADA

Senior Manager, Solutions Sales, SES

Learn more about SES's full portfolio of services and solutions.

Website: [ses.com](https://www.ses.com)

