

Delight Consumers With a Video Platform That Drives Engagement, Retention & Revenue

EXECUTIVE SUMMARY

Innovate at speed and within budget by unifying your existing technology into a single platform to better market, monetize and manage your content.

The OpenTV Video Platform will address your consumers' demand for a broad range of content and streaming services delivered through a single, engaging, branded app.

Increase your operational efficiency, promotion, and data-driven decision-making opportunities.

SOLUTION BENEFITS

- ✔ **Content & Convenience:** Aggregate the ideal offering for consumers with the added convenience of one bill*. Feature your content (live, on-demand, and deep-linked) plus in demand content from leading streaming apps.
- ✔ **Knowledge & Personalization:** Leverage consumer behavioral insights to inform editorial decisions and personalize the entertainment experience. Increase engagement time and upsell opportunities.
- ✔ **Efficiency & Flexibility:** Eliminate expensive and time-consuming integration projects. Drive revenue growth by automating operations through a powerful, user-centric management platform.
- ✔ **Innovate & Optimize:** Offer consumers a first-class user experience with discovery, voice, search, and recommendations. Utilize powerful tools to continually optimize the user experience.

OPENTV VIDEO PLATFORM

The Art of the Possible

A Powerful Solution for Today's Complex Market



FULLY INTEGRATED SOLUTION

Helps accelerate innovation, enabling you to deliver engaging content and reduce churn.

CONSUMER FOCUSED

Full personalization, recommendation engine, and metadata functionalities to enable compelling quality of experience.

ANALYTICS DRIVEN

Understanding consumer behavior with an integrated operations management console to adapt the business on the fly.

FULL SERVICE FLEXIBILITY

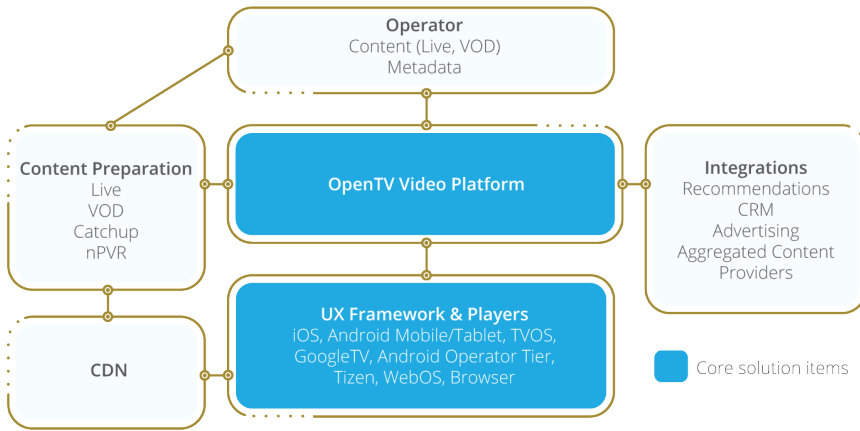
Designed to dynamically build up a content catalog that is automatically published based on the metadata.

MODULAR OPTION

Adaptable and flexible modular approach available.

* Appropriate commercial agreements are required.

Content & Services Delivered Direct to the Consumer



Key Features

- Consumer Friendly UX Framework
- Content Personalization / Recommendation (featuring XroadMedia)
- Seamless Content Aggregation (including Deep Linking and Operator Billing)
- AI Driven Editorial Curation
- Single Back Office Platform

GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY WHO WE ARE

SUCCESSFUL PROJECTS

500+
TV Providers
Globally

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

SATISFIED CLIENTS

500M
Protected Devices
Daily

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

CUSTOMER PROTECTION

4000+
Patent Portfolio

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

FULLY CHARGED AND READY

Consumers are the central focus of all NAGRA Kudelski solutions. Working worldwide with major pay-TV and streaming service providers, we continually incorporate learnings and investment to ensure our solutions are fit-for-purpose to face the demands of today's consumers. From

turnkey applications to custom application development, NAGRA Kudelski is here to support your business needs.

[Contact us](#) to learn more about the OpenTV Video Platform and all its benefits.