

Airtel Internet TV

Enhancing Smart TV viewing experience with intuitive UI

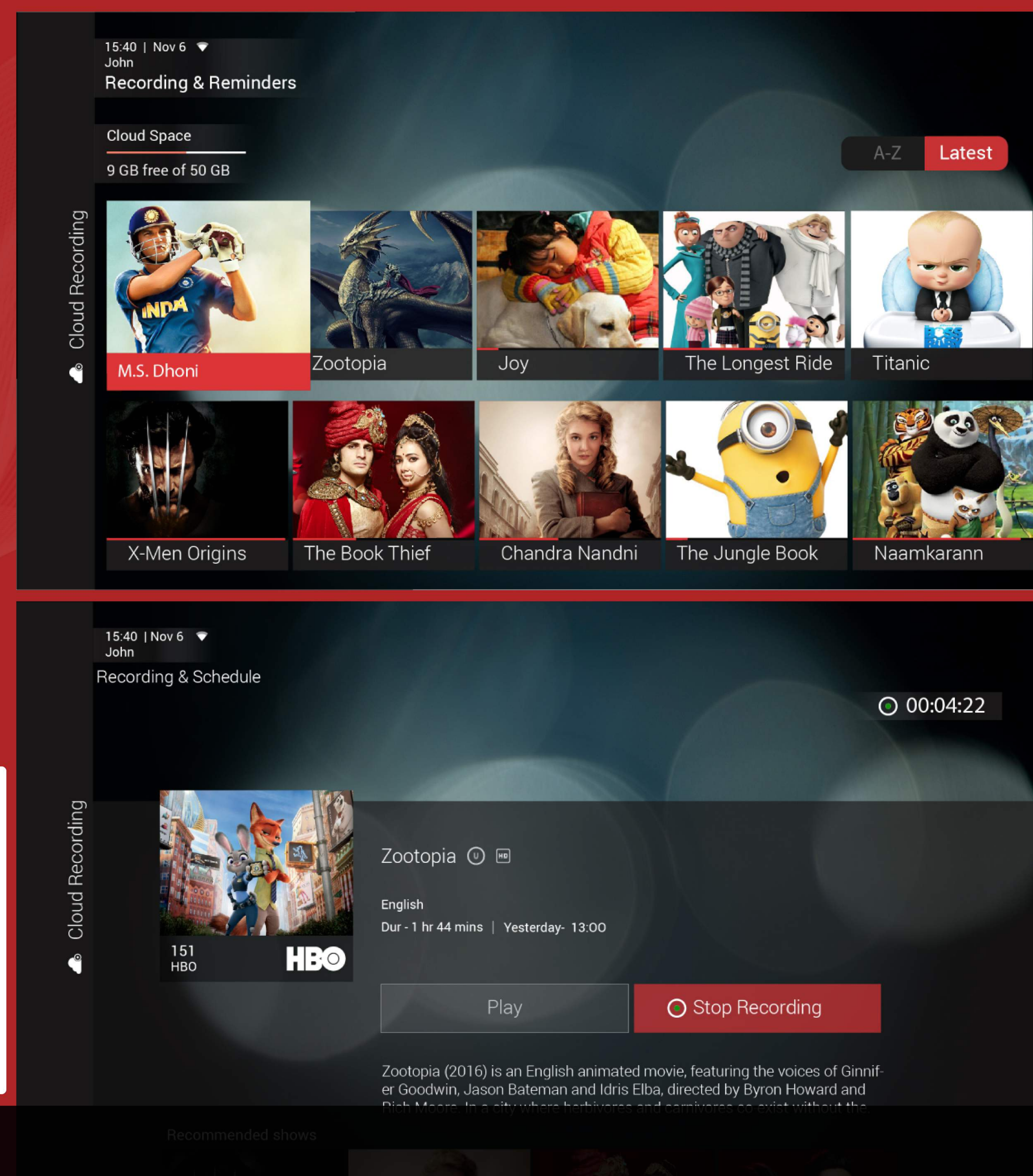


Quick Look

- Airtel Internet TV is **India's first Hybrid DTH Set-top box** powered by Android TV
- A future forward solution that aims to **integrate two varying mediums of content consumption in India** (Tradition TV viewing and Streaming)
- Brings the best of Online World to the TV screen along with a **bouquet of 500+ satellite TV channels**
- Tata Elxsi delivered **turnkey solutions** - design, development; integration of key software components and testing.
- The integrated design + technology solutions provided by Tata Elxsi has led to a **considerable improvement in the Average Rate per User (ARPU)**

Scope of Work

- Design and UX / UI of the android set-top box
- ITV Apps Development and Integration of App Store App Testing
- Over The Air (OTA) update IP Integration



India's first Hybrid DTH set-top box powered by Android TV

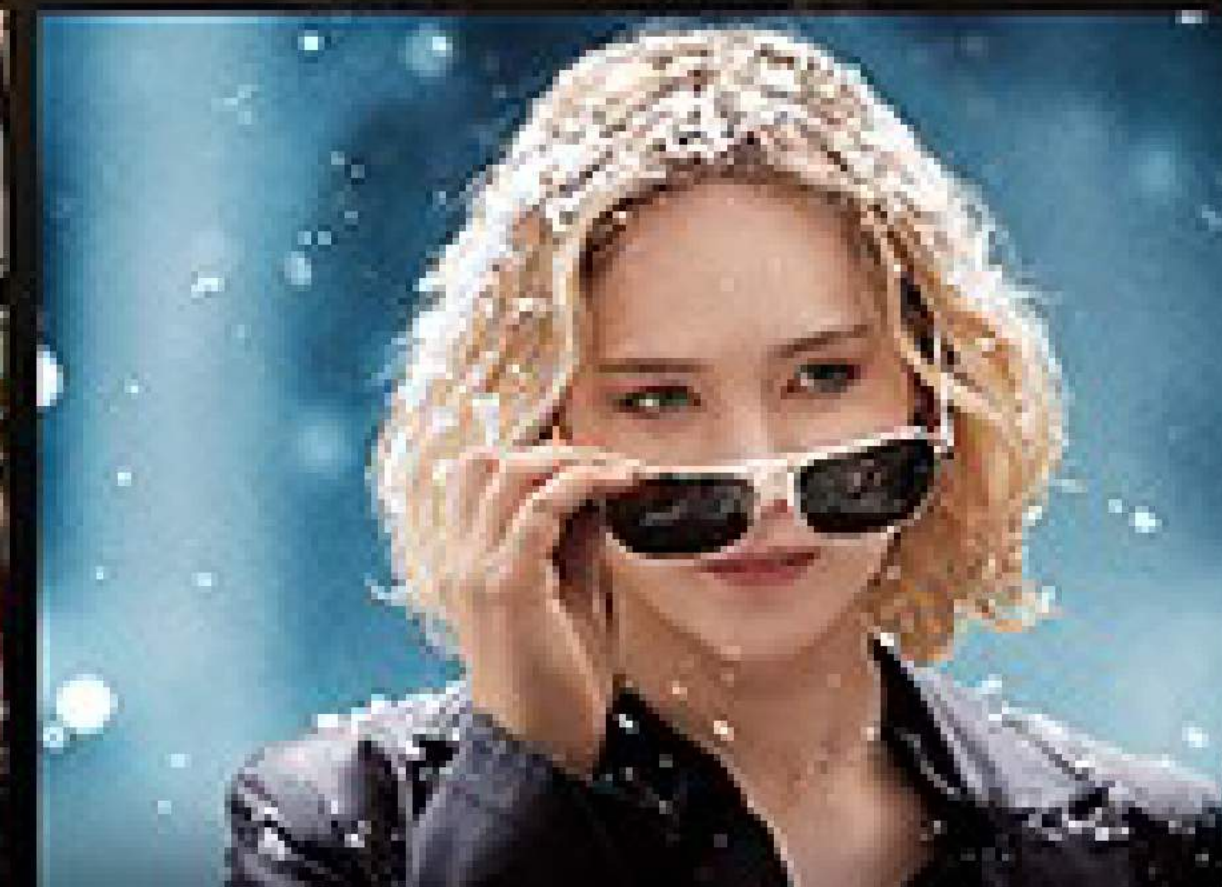
Content and TV viewing experience is constantly evolving. While in the western countries like Europe or USA, many people have already started shifting from cable viewing to favouring streaming platforms. In India, people still resort to the traditional ways of watching television like cable, DTH and video. Streaming platforms are recently gaining popularity.

Bharti Airtel - a leading DTH service provider and a broadcast and telecom company, came to Tata Elxsi for a strategic design and indigenous technology solution, to **transform the TV viewing experience for Indian consumers.**

The result is '**Airtel Internet TV**', which promises to **integrate the two forms of media consumption seamlessly.**



Zootopia



Joy



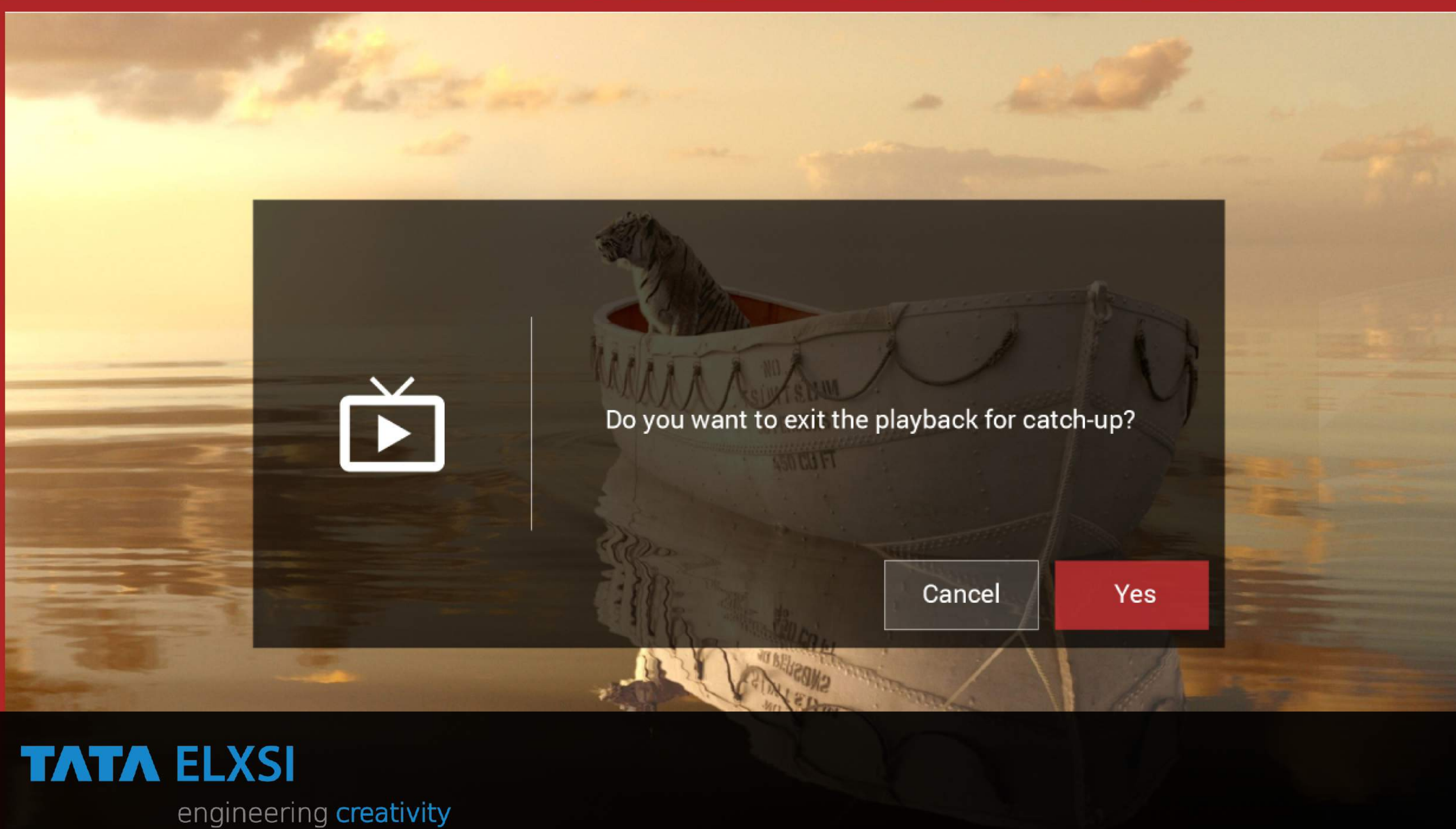
The Longest Ride



A breakthrough solution designed for a seamless TV viewing experience

Airtel Internet TV is India's first Hybrid DTH Set-top box powered by Android TV, which brings the best of Online World to the TV screen along with a bouquet of 500+ satellite TV channels. It is a hybrid TV - a regular (satellite) TV that requires a dish and internet TV with an inbuilt Google Chromecast that helps you view content from websites such as Youtube or Netflix, Airtel Movies, Google Play Music, Google Play Movies etc.

We at Tata Elxsi combined our knowledge of digital technologies and UI/UX Design capabilities, to create a superior and classy set-top box and apps design for Airtel Internet TV, which matches the aspirations of the operator and connects with the young population in India.



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John

Design + Digital

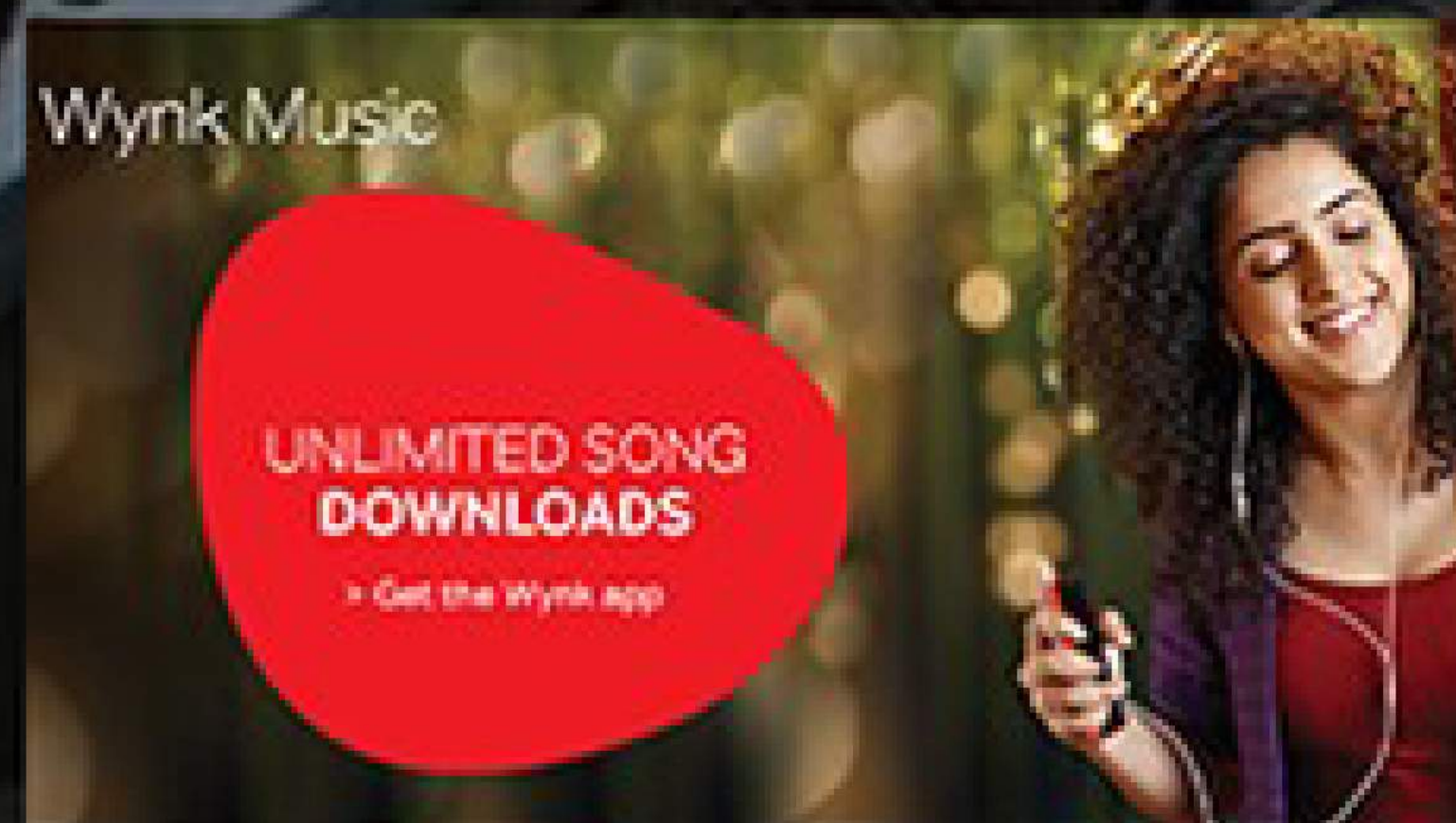
Our multi-disciplinary teams consisting of Product Designers, UI/ UX designers, software technology experts worked very closely along with Bharti Airtel's marketing and branding team, to meet the overall business intent.

Tata Elxsi provided an **end-to-end solution** right from **design, development; integration of key software components to testing.**

Along with a classy **set-top box design**, we came up with **UX concepts**, which addressed Bharti Airtel's interest, and was approved by Google, meeting the Android requirements.

We lent our technology expertise to not just developing the **complete TV application solution**, but also **integrated the 3rd party App stores and gaming apps** to provide a truly larger than life experience for the gaming enthusiasts.

Tata Elxsi's highly robust, scalable and customizable Over the Top (OTT) IP was also integrated and tested into the hybrid Android TV solution which resulted in enabling seamless software upgrades after the launch of Airtel Internet TV.



Outcome

Launched in April 2017, Airtel Internet TV has led to a considerable increase in overall sales for Bharti Airtel. The product is sold for **4,999 INR in India**.

Tata Elxsi worked within stringent timelines managing the multi-vendor ecosystem to meet Bharti Airtel’s vision to become the first player to launch the Android TV service in the market.

The availability of new features and services such as integration of Google App store and the innovative user experience provided by Tata Elxsi has led to a **considerable improvement** in the **Average Rate per User** (ARPU) along with **higher consumption of data**, as consumers have started watching more videos.

Airtel Internet TV has created a new customer base with increasing number of millennials opting for this new offering along with a great brand buzz.

