

# ANDROID TV FOR OPERATOR STB & OTT DEVICES

Localization | Monetization | QoE Assurance

## Trending

TVs these days are becoming smarter, enabling customers to download apps and view them on a larger screen, ensuring a better experience.

There is a great customer engagement and monetization opportunity for operators by broadening their service offerings to include games, apps, and OTT content to TVs.

Android TV gives operators access to Google Play Store and Google apps, enabling faster rollouts of operator specific applications.

**The main factors for operators to adopt Android TV include:**

- Content
- Monetization
- Time-to-market

## Opportunities & Challenges

**Challenge:** Catering to increasing demand for localization

**Opportunity:** Android TV Operator Tier (ATOT) helps to deploy regional specific app with diverse portfolio such as catchup, VoD, SVoD, interactive app

**Challenge:** Rich user-experiences are crucial to increase engagement levels amongst subscribers.

**Opportunity:** Android offers voice recognition, voice control & Google Cast integrated with consumer devices and set-top boxes which helps in boosting user experience

**Challenge:** Expand monetization

**Opportunity:** Integration of OTT app (Netflix, Amazon Prime) onto their set-top boxes and analytics for targeted Ad management helps to expand monetize opportunities

**Challenge:** Time to market

**Opportunity:** Ready-to-deploy OTA server & client, licensable QoE assurance and customizable Operator Tier templates helps operator to go to market faster



## Benefits for Your Customer

**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.

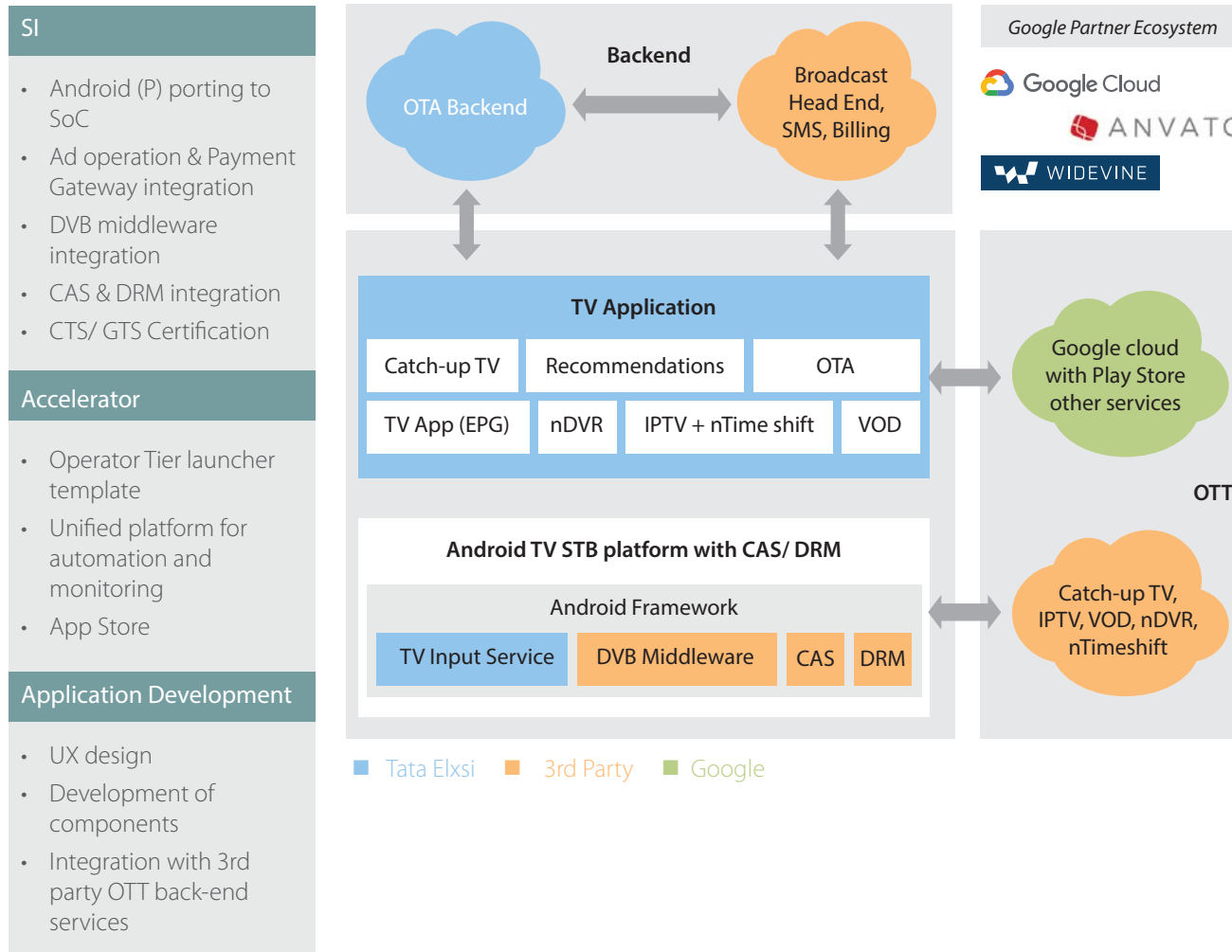
**Gaming:** Ability to download games from an application store. Can play games on the big screen with minimal to no cost for the games.

**User friendly:** Use of Google voice search for streaming content makes content search much easier

**Cheaper:** The cost of an Android box is much less than spending a large amount of money each month to keep current on your cable or satellite bill.

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## Services Framework



## Differentiators

- Holistic engagement with an expanding ecosystem of partners - OEM, CAS, DRM, Content owners, App marketplace vendors
- Ready-to-adopt in-house Operator Tier template for multi-platform and application development
- Effective combination of in-house 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

## Case

Airtel Internet TV developed in partnership with Tata Elxsi won NEXA NDTV Gadget Guru's 'Tech Peripheral of the Year' award

ZEEL partnered 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

System Integration | Platform Customization | Development and Testing