

HYBRID SOLUTIONS FOR BROADCASTERS

MARKET TRENDS

With the growth in video-on-demand (VOD) expected to reach worldwide 3 b\$ in revenues in 2012 (Screen Digest), it has become an essential ingredient for broadcasters' pay-TV service offers. This has in turn led to the growth in demand for hybrid services: live-TV provided over the DVB broadcast network and VOD delivered over the IP network.

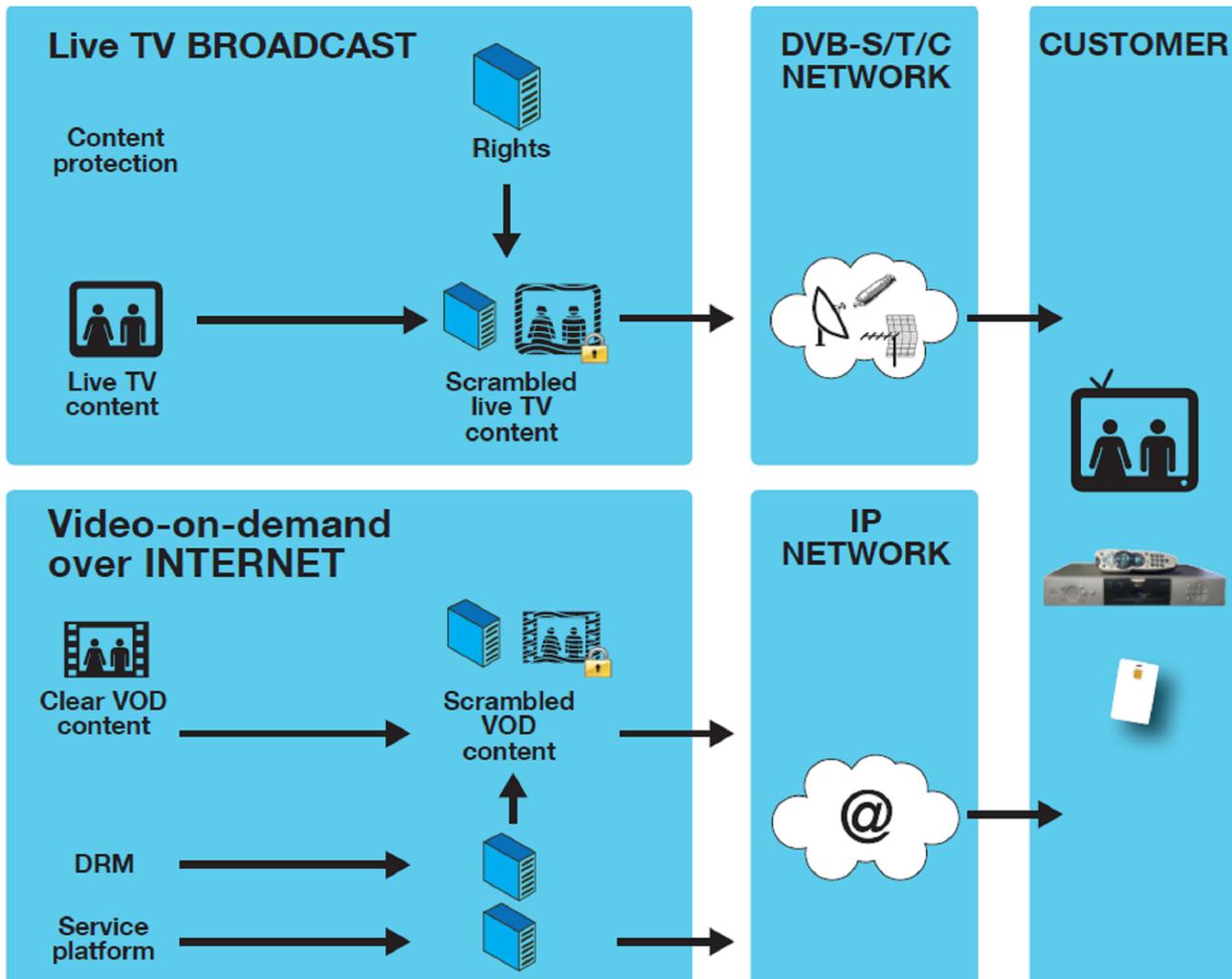
catch-up TV and interactive services. These services enable broadcasters to compete effectively against new actors such as IPTV operators.

In order to avoid heavy investments in managed IP bandwidth and infrastructure, broadcasters are keen to provide these on-demand services over the open Internet.

RESULTING NEEDS FOR BROADCASTERS

Broadcasters are seeking to increase customer loyalty and average revenue per user (ARPU) by launching on-demand services such as VOD,

To provide live TV and on-demand, broadcasters need to deploy an ecosystem of technology partners which takes into consideration a powerful environment of content protection, set-top-boxes, service platform, encoders, VOD servers and Content Delivery Networks.



VIACCESS HYBRID SOLUTIONS

As piracy is a fact of life in the broadcast and IP space, a state of the art security solution is required by broadcasters in order to gain access to and protect their premium content. In addition, broadcasters need to manage their marketing offers seamlessly for both linear and non-linear contents.

Viaccess plays a central role in the pay-TV value chain providing a suite of solutions which interacts with all the other components of the hybrid ecosystem: a robust hybrid conditional access system, a flexible service platform and a groundbreaking content discovery.

Conditional access

Viaccess' hybrid conditional access system is a card-based solution that enables operators to securely broadcast their live TV over a DVB (satellite – cable - digital terrestrial television) network and to deliver on-demand content over the open Internet network.

Broadcast grade security for live DVB channel protection is ensured by Viaccess' latest smart card generation with its proactive security features such as advanced card sharing behavioural analysis and sanctioning. STB based security features include a secure chipset against control word sharing, a loader for secured software upgrades, a secured Personal Video Recorder (PVR) application, home networking protection,...

Viaccess' content protection supports all VOD business models (rental, subscription and download to own) and different delivery modes (push and pull) over managed IP networks and IP unmanaged networks such as the open Internet.

In addition to its proven expertise and reliability in security technology, Viaccess offers a unique 360° security approach that keeps operators at the forefront of anti-piracy. This approach includes legal protection through the prosecution of pirates, an open communication policy on technology security status, a continuous monitoring of security risks, technical counter measures,...

Service delivery platform

Viaccess' delivery platform core functions include business and asset management, subscriber self-service and reporting.

It enables an easy customisation of the subscriber user interface (SUI) and provides one unified user experience for both live and on-demand content.

With its open architecture, the service platform is a true value chain glue, enabling the operator to centrally manage the ecosystem components and to easily add new third party applications such as games, converged telephony and messaging.

Content discovery

With Viaccess' content discovery solution, viewers receive personalised recommendations – tailored to their individual preferences – that enable them to quickly find desirable TV & video content. These optimised recommendations are produced from a blend of multiple content recommendation engines and ensure that relevant premium and niche content are promoted and easily accessible to each user.

BENEFITS FOR PAY-TV BROADCASTERS

Through Viaccess bundled solutions, the operator will benefit from the best time-to-market and gain from one unique customer support throughout its business lifecycle.

The Viaccess solution is future proof as it enables broadcasters to easily manage complexity when deploying new technologies such as convergent services towards new devices (mobile, PC) while controlling the associated investments and operational costs.

ABOUT VIACCESS

Viaccess delivers solutions for digital pay television and secured content distribution. Its mission is the development, production and marketing of content protection systems for all types of contents and services, for every kind of broadcast (satellite, cable, terrestrial, MMDS) and broadband networks, fixed (DSL) and mobile. Viaccess is in a unique position to support its clients in the move of television to IP technologies providing pay-TV operators with innovative IP television middleware and applications.

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