



An effective touch-point to your subscribers!

✓ *Become a one-stop-shop for communication and entertainment!*

✓ *Offer your customers a unified platform!*

✓ *Benefit from advanced targeting features for advertising!*

✓ *Build closer relationship with your customers through high level of interactivity!*

✓ *Offer a variety of services and benefit from cross-sell!*

A unified platform for communication and entertainment!

Web TV is a TV service distributed via the Internet and yet it does not require secure IP channels. It allows the users to choose the program or the TV show they want to watch from an archive (Video On Demand, Catchup TV, Pause Live TV) or live from a channel directory. Additionally Web TV does not require the user to have a fixed location or a set-top-box: a Web TV account and a broadband connection are enough to use the service.

The solution leverages:

SDP based Web TV middleware resides in the heart of the Web TV solution and orchestrates the components of any typical Web TV eco system. This field-proven glue that bonds the Web TV to the operators' network allows operators to open up multimedia application development capabilities to third parties while still maintaining complete control.



WebTV Client based on Microsoft's Silverlight technology

- Silverlight-3 based standalone client for decoding live and VoD streams
- A rich graphical user experience is presented to users through Silverlight API's such as 3D animations, transparent 3D menus, Picture in Picture views, etc.
- Features such as VoD, BTV (Live TV), DRM, PPV, TSTV are provided to users through Web TV client



KEY BENEFITS

For Operators

- Allows the operator to differentiate itself from the main stream Web TV operators by the means of convergence, ubiquity and interactivity while preserving the basic Web TV functionality
- Helps customer acquisition and retention
- Quick roll-out and easy penetration since there is no need for a set-top-box or secured IP channels
- Increases ARPU and total revenue through diversified revenue generating and targeted services
- Increases customer satisfaction through improved personalization experience
- Reduces OPEX and allows more effective marketing campaigns with its flexible reporting tool
- Ensures scalable growth of the Web TV eco-system by allowing smooth integration of Web TV technology partners (Head Ends, Video On Demand Servers, DRM solutions, etc.) into the Web TV services eco-system

For Subscribers

- Convenience delivered by a unified platform which serves their communication and entertainment needs at the same time
- Flexible access to the service – Wherever Internet is available
- Availability of various life-style services
- Advanced personalization features
- Personalized ads delivered through targeted advertising
- Favorite movies & TV shows available on demand
- Make and receive calls on the same client while watching TV

KEY FEATURES

Live TV

- Broadcast TV and radio channels
- Picture in Picture and Multi-view Support
- Minimize, Full Screen, Full Size, Out lighting features
- Program Information, Length Information, Voting Information
- Pause Live TV and Watch later
- Favorite channels and rating

Entertainment

- Video and Music on Demand
- Play, pause, stop, forward, backward, video length, current duration
- Optional multi language subtitles and audio

Communication

- Audio and Video conferencing using integrated soft phone
- Instant Messaging while watching TV
- Presence Information and Buddy lists
- Https support for secure communication

Other

- Displaying text-based, video-based and image-based personalized advertisements
- User authentication
- Firewall friendly
- Recommendation Engine support
- Browser client supports Internet Explorer 7 and above
- Based on the Microsoft Silverlight technology, and supports Windows SP2 and above platforms



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