

Comarch NGTV

Deliver IPTV 2.0 services today

The Comarch Next Generation TV (NGTV) solution allows network operators to provide interactive TV services using IPTV, mobile and web technologies.

The Comarch NGTV's distinguishing features are:

- Easy implementation of interactive TV services – standalone or Internet-based,
- Full customization and branding of user interface,
- Delivery of precisely targeted and interactive advertising,
- Delivery of user-generated content,
- Access to a wealth of ready-to-deploy TV applications via our Comarch IPTV Ecosystem.

Operators can now increase their ARPU by offering novel, chargeable services, and introduce new business models enabling additional revenue streams:

- IPTV-VNE (IPTV Virtual Network Enabler) scenario where existing IPTV infrastructure is sub-licensed to 3rd parties in a subscription model,
- Delivering 3rd party services on Operator's IPTV infrastructure in a revenue-share scenario (i.e. TV-shopping, sponsorship campaigns, selling advertising space within the user application, product placement, and more).

The Comarch NGTV middleware package is easy to integrate, customizable, reliable and cost-effective. It can be used either as a stand-alone middleware platform or be integrated with an existing IPTV system as a software upgrade thanks to its open standards and integration with leading head-end, VOD, CAS/DRM and set-top box vendors.



Experience Next-Generation TV

Revolution in modern television is a fact: since HD screens deliver five times more detail than DVD can offer, nowadays viewers expect much more of their TV-sets than they previously did. Comarch Next Generation TV meets their expectations with new interactive services:

- Personalized Electronic Program Guide (EPG)
- Video/Music/Radio-on-Demand
- Personal user profiles with parental control
- TV shopping (with recommendations)
- Access to photo galleries such as Google's Picasa™
- Social-networking portals access
- Education and entertainment services for children
- Games and "gambling" (i.e. win a free movie in a TV-casino)
- ...and many other cool interactive TV services delivered by 3rd party service providers!

What the future holds

Comarch sees Next Generation TV as a brand new market of emerging opportunities for all types of players:

- Network operators - DSL, FTTH and ETTH
- Cable operators - migrating to IPTV or DVB-C & IPTV hybrids
- 3G mobile operators, MVNOs, Internet Portals, DTHs

IPTV 2.0 is also very exciting for consumers themselves, thanks to a wealth of new gadgets to play with, along with new services, games, information and communication possibilities.

Comarch, together with our IPTV Ecosystem, and a strong BSS/OSS product portfolio, is well positioned to play an instrumental role in this emerging market.

IPTV 2.0 deployment

Comarch provides operators with an end-to-end IPTV solution and help at every stage of the IPTV service launch in order to:

- analyze network capabilities to define what changes should be applied to support high-quality video transmission,
- undertake a feasibility study of what can be offered to subscribers,
- redesign and reconfigure the network,
- deploy the required NGTV equipment and complete the final launch of the service,
- provide support & maintenance.

At the heart of our IPTV solution is Comarch NGTV Middleware, a robust and user-friendly platform for controlling and linking together the various components of the IPTV infrastructure. A few of the main technical features of Comarch NGTV Middleware are:

- scalable and modular architecture,
- IMS compatibility,
- support for distributed network architecture,
- support for industry-proven IPTV components.

Learn more at <http://ngtv.comarch.com/>

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