SHAPING THE FUTURE OF MULTISCREEN VIDEO

HOW SERVICE PROVIDERS CAN DRIVE THE NEXT GENERATION OF ONLINE TV SERVICES

STRATEGIC WHITE PAPER

The TV and video business is rapidly transforming from walled garden-based services to online video, linking consumers with more compelling content on a broader range of connected devices.

Facing new competition from over-the-top content providers, network service providers and cable operators want to use online video as a means to improve their multimedia value proposition, extend their service reach and increase their opportunities to monetize premium content.

To capitalize on the shift to online video, these service providers need new solutions that can help them use their network and media assets as a platform for delivering next-generation TV and video services to every screen their customers use. With integrated multiscreen solutions, service providers can develop new business models that enrich the walled garden approach and address the demand for anytime, anywhere video.

TABLE OF CONTENTS

1. INTRODUCTION

Television and video services are going online. On one hand, consumers are demanding richer and more flexible multimedia experiences. Hungry for personalized content, flexibility and choice, they want to add PCs, tablets and smartphones to their media diet and take every opportunity to watch online video. On the other hand, new Web-based technologies and ubiquitous fixed and mobile broadband networks are enabling the media industry to change its approach to video management and delivery. New players are capitalizing on the fact that they can address consumer demand for multiscreen video services without undertaking a complete network overhaul — or even owning a dedicated network.

Online video is no longer limited to user-generated video delivered to PCs through Web sites. It is rapidly expanding to include free and premium content delivered to connected devices like tablets, smartphones and smart TVs. Global brands like Google, Apple and Amazon are showing that online video can be delivered on many different screens, while Netflix is proving that commercial, Web-based video services can quickly — and profitably — reach a large subscriber base. Adopting Web philosophies, cloud-based architectures and content delivery networks (CDNs), these online video providers are successfully blending premium content offers with agility, economy of scale and global scalability.

As online video enters this new stage of maturity, it is creating new opportunities for network service providers, whether Telcos or cable operators, to become stronger, more competitive players in the video value chain. Owners of unique assets like end-to-end delivery and the ability to ensure quality of service (QoS), these service providers are well positioned to compete with the new generation of over-the-top (OTT) content providers. With solutions that blend pay TV and online video capabilities and extend them across multiple devices (Figure 1), service providers can create a platform for delivering next-generation multiscreen TV and video services. This platform will enable them to open new and sustainable revenue opportunities by offering a comprehensive portfolio of premium entertainment services.

Figure 1. TV meets Internet

2. DEFINING "ONLINE VIDEO"

New technologies, services and capabilities are continually changing the face of online video. At a fundamental level, however, online video is still about providing consumers with flexible and convenient access to TV and video content by allowing them to access this content using any device connected to the Internet.

Today's online video offerings cover many different dimensions, including:

- Video delivered over broadband networks using technologies and techniques like HTTP adaptive streaming and local caching in a CDN
- Video delivered to Internet-connected devices such as smart TVs, hybrid set-top boxes, PCs, tablets and smartphones
- Online video publishing (OVP) through cloud-based, software as a service (SaaS) platforms
- Social experiences that offer content discovery, recommendations, rating and integration with social networks
- New business models that incorporate Web 2.0 approaches such as content syndication or app stores that complement multimedia content

It's important to note that while online video services can make content available to anyone connected to the Web, most network service providers will choose to provide access only to their broadband subscribers in order to guarantee QoS.

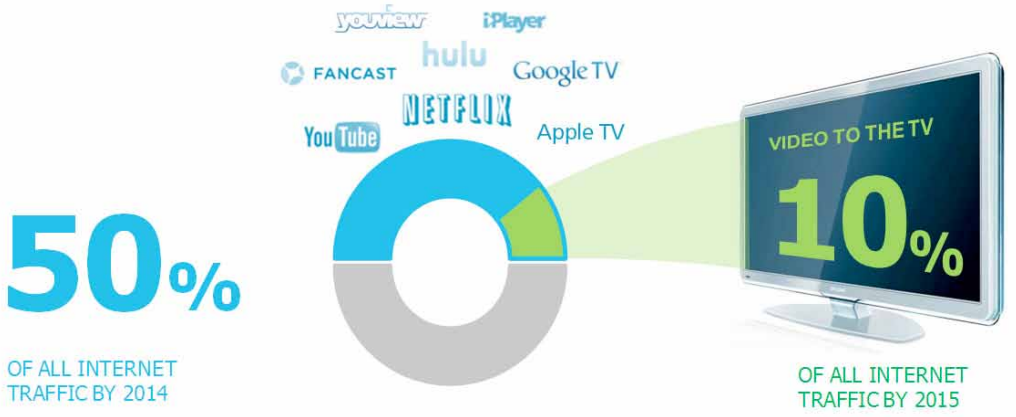
3. CATCHING THE ONLINE WAVE

Connected devices with multimedia capabilities give consumers new and compelling ways to access video content. The rise of online video services like Hulu, Fancast, Netflix and BBC iPlayer show that TV and video are driving fixed and mobile markets and offering service providers their next big opportunity to capture consumer interest. Recent market research confirms that more and more consumers are watching video on multiple screens. In its Cross-Platform Report for Q1 2011, Nielsen reported that US consumers spent 34.5 percent more time watching video on the Internet and 20 percent more time watching mobile video compared to Q1 2010. What's more, the total number of American mobile video users grew by 41 percent year over year. Despite the increasing use of additional screens, average TV viewership still increased by 22 minutes per month, and more than 90 percent of US households paid for a TV subscription in Q1 2011.[1]

Other research highlights an ongoing shift toward online and over-the-top (OTT) video. For example, a March 2011 Informa Telecoms & Media report projects that OTT video services will overtake Internet protocol television (IPTV) in 2013 and reach a subscriber base of 380 million by 2015.[2] As illustrated in Figure 2, Informa also projects that online video will account for 50 percent of all Internet traffic by 2014, and that online videos watched on TVs will generate 10 percent of all Internet traffic by 2015.[3] Regardless of their views or readiness relative to online video, service providers will find it hard to ignore these trends.

1 "The Cross-Platform Report, US Quarter 1 2011". The Nielsen Company, June 2011.
2 Cottle, Giles. "Press release: OTT TV viewers to outnumber IPTV viewers in 2013". Informa Telecoms & Media blog post, March 22, 2011.
3 Cottle, Giles. "Press release: New report reveals shifting trends in global Internet traffic". Informa Telecoms & Research blog post, May 26 2011.

Figure 2: Online video traffic projections (source: Informa Telecoms & Media)



3.1 Delivering a better user experience

As more consumers embrace connected devices and online video, the industry is recognizing the value in extending premium content and services to as many screens as possible. For service providers, maintaining compatibility with an ever-expanding connected device portfolio is essential for achieving sustainable success. Solutions that promote adherence to open standards can be vital elements in any strategy to extend high-quality video services across many different devices.

But multiplatform compatibility is just part of what it takes to compete for, win and retain online video subscribers. Consumers want a multiscreen experience that is:

- *Personal*, featuring more meaningful and relevant content discovery, recommendation and purchasing experiences. Service providers have detailed information on consumers' buying preferences, devices, locations and relationships. They can use this information to improve content recommendations, support multiscreen use cases and offer simpler, more flexible purchasing processes.
- *Seamless*, providing a high-quality consumption experience for TV and video services — including live TV, catch-up TV and video on demand (VoD) — on every screen. Consumers want the same content and quality of experience on every device. But each device is unique and used in different ways. Service providers can integrate more devices using compelling cross-screen features. With device pairing, for example, tablets can become companion screens for TVs, providing remote control and bookmarking capabilities, or additional information about what's on the big screen.
- *Social*, connecting content to social communities, conversations and user ratings. Consumers want a multimedia experience that brings content and conversations closer together. Service providers can enrich their content offerings by building in social networking features, interactive conversations, rating and sharing. These capabilities can help them use the growing power of social network recommendations and drive more traffic to their media services.

3.2 Tapping the growing market for "TV Everywhere" services

In every global market, service providers, content providers and broadcasters are attempting to capitalize on new viewing trends by extending live, time-shifted and VoD content to new platforms.

One such example is TV Everywhere (TVE), an initiative from Comcast and Time Warner, two large US-based cable TV operators that also provide broadband Internet and mobile services. The TVE initiative is their response to evolving subscriber viewing habits and the rise of OTT content providers. With it, they enable their TV subscribers to watch TV content online and on demand — using devices like PCs, tablets and smartphones — at no additional charge. In effect, TVE retains the existing television business model established between content producers and distributors and extends it to the Internet with ad-funded content.

By offering rich content and a superior quality of experience on every screen, Comcast and Time Warner are aiming to inspire subscriber loyalty and prevent "cord cutting," the act of canceling a TV subscription in favor of watching content exclusively online. At the same time, they are exploring new up-sell opportunities by making purchasable premium content available online.

Comcast is taking TVE a step further by partnering with Samsung to deliver an enhanced television service to smart TVs.[4] Backed by a cloud-based solution, this service features simpler navigation and content searching that spans thousands of TV programs, personal video recordings (PVR) and VoD assets. Switching to the cloud will be a seamless experience for Comcast's customers. For Comcast, using the cloud will make it easier than ever to add TV and video features, improve user interfaces and implement product updates.

3.3 Pursuing the online video opportunity

Although the TVE initiative has received significant media coverage, it's just one model for pursuing the online video opportunity. A look at markets around the globe reveals that service providers everywhere are developing strategies for extending their profitable pay TV services into the online world. For example:

- In the US, Verizon is looking to extend its Flex View VoD service beyond its FiOS TV service subscriber base. Verizon could eventually extend the Flex View service to connected devices such as broadband set-top boxes and make it available beyond its FiOS TV service subscriber base.[5]
- In Australia, Telstra is taking a step beyond traditional IPTV and offering live streaming and on-demand service to connected TVs, even if their owners get broadband services from other providers.[6]
- In the United Kingdom, TalkTalk and BT are moving toward next-generation online TV and video through their participation in the YouView broadband broadcast service.[7]
- In Italy, Telecom Italia and Fastweb are delivering OTT video services to connected devices, including dedicated set-top boxes and smart TVs.[8, 9]

4 "Samsung and Comcast Partner to Transform TV Viewing on Smart Televisions and Tablets". Comcast press release, January 6, 2011.
5 Lawler, Ryan and Higginbotham, Stacey. "Verizon Could Push its VOD Service Over-the-Top". GigaOM, May 20, 2011.
6 "Australians given more viewing power thanks to LG and BigPond TV". Telstra press release, January 12, 2011.
7 Dhanedran, Danny. "YouView internet television details emerge". TalkTalk news release, October 14, 2010.
8 "Telecom Italia: announcing the launch of Cubovision, the new multiplatform system for digital content". Telecom Italia press release, December 15, 2010.
9 "Fastweb Launches Chili TV". Light Reading Europe, May 5, 2011.

These are just a few examples from select markets. Together, they show a broader evolution in the way service providers are approaching the TV and video market. How these new services will be deployed and offered remains to be seen, and service providers still have to address challenges relating to content rights, target audiences and quality of service. What is clear, however, is that service providers are realizing that long-term success will depend on their ability to leverage their role in the pay TV market and find a profitable way to deliver high-quality content across many connected platforms and devices.

3.4 Addressing key business challenges

Service providers are facing significant challenges as they attempt to solidify their role in the fast-changing multimedia market. From every side, they are being pressed to address the increasing use of media-ready connected devices, the need to deliver compelling content to every screen, and the rising threat posed by competition from OTT content providers like Netflix and Hulu.

Online video services can address important issues that are common to all pay TV and video service providers, including:

- Extending the reach of TV and video services to new devices, subscribers, locations and markets
- Introducing new services and business models focused on content and applications
- Speeding time to market for innovative services that can attract and retain subscribers
- Reducing delivery costs and increasing media service profitability

4. WHY GO ONLINE?

Service providers understand that consumers have a growing appetite for digital media services. Many believe they can turn these consumers into loyal customers with online video services that provide compelling content and a superior QoE on every screen. In today's competitive video market, these are important keys to differentiation, revenue growth and reduced churn.

By going online, as defined in section 2, service providers can enrich their video offerings with the best elements of the Internet world and extend these offerings to more subscribers, devices and locations. With multiscreen services built around online video, service providers can capture new markets created by demand for connected devices and richer video experiences.

Online video offers a broad range of compelling benefits to service providers, from superior agility and user experiences to expanded service reach, content scope and business model opportunities. The following sections describe some of the key benefits of going online.

4.1 Improved service agility

Online video services typically operate in cloud-based environments. The cloud gives service providers the ability to leverage their networks, operations and partnerships to quickly develop and launch services for the mass market. With SaaS-based offerings, feature upgrades and releases can go live to all users, devices and locations as soon as they are installed on a Web server. This increased agility makes the service experience more dynamic for users while helping service providers reduce time to market and make their media services more efficient and profitable.

4.2 Reduced costs

The cloud-based solutions that support online video services enable service providers to leverage platforms shared with other players. This limits start-up costs and accelerates service rollouts. It also reduces deployment risks which, if the service does not succeed as expected, can translate into huge savings compared to deployments that use a CAPEX-intense approach.

Online video solutions can also lower delivery costs relative to IPTV and cable TV, each of which requires a dedicated end-to-end infrastructure. Seeking to capitalize on these cost-saving opportunities, some operators have announced plans to use online video to complement their IPTV offers and increase their service footprint.[10]

With online video, service providers can reach customers easily, using the public Internet and existing broadband networks. Online video uses techniques like HTTP adaptive streaming to adjust video stream quality in real time, according to each user's available bandwidth. This relaxes access capacity requirements while maintaining reasonable quality, helping service providers reach more consumers. Moreover, service providers can reduce network costs with CDNs that optimize network capacity by originating content at the edge of fixed and mobile networks, close to consumers.

4.3 Increased consumer appeal

The concept of distributing content across multiple screens isn't new to the telecommunications and cable TV markets. The technologies required to support multiscreen video services have been available for some time. However, consumer markets have only recently — mainly in the last two years — accepted multiscreen video services as a viable way to consume video content.

Online video offers a multiscreen dimension, since it allows users to view content using any connected device. By combining the online capabilities of new devices with the advanced application logic of pay TV, service providers can create compelling hybrid cross-screen solutions that enrich the user experience.

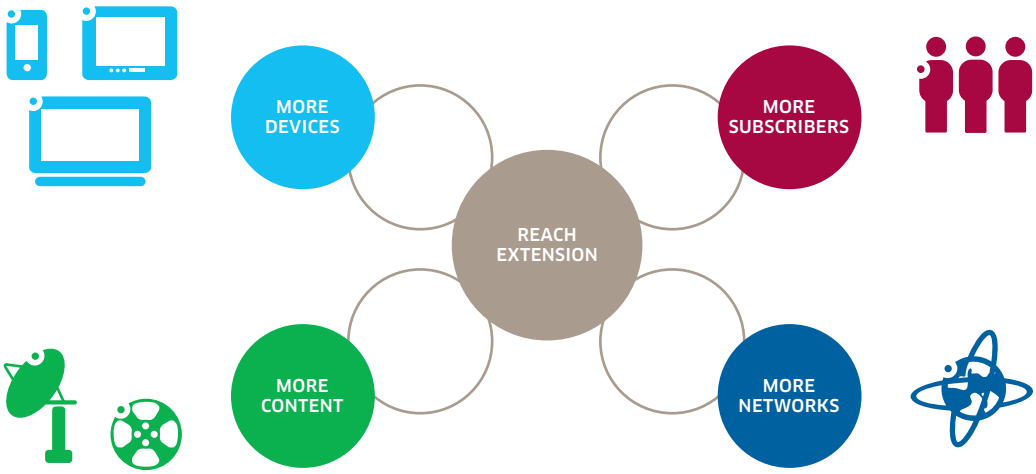
10 Moulding, John. "Telcos should harness OTT as alternative to IPTV". Videonet, June 28, 2011.

4.4 Extended media service reach

The desire to reach more customers is drawing service providers toward online video. Service providers that already offer a TV service can expand their audience by adding online capabilities that target more devices, subscribers, networks and content (Figure 3). Reach extension strategies can include:

- Bringing the TV service to every screen in the home
- Pairing additional screens with the TV to deliver a more personalized user experience
- Allowing users to access the TV service on the move, over the Internet or on mobile networks
- Targeting new subscribers with teaser offerings and self-subscription capabilities
- Using online capabilities to extend the TV proposition to new use cases, such as time shifting, on-demand services or value-added applications

Figure 3: Reach extension strategies can include several dimensions



Service providers can also reach greater audiences by extending online video services beyond their networks. But delivering video over unmanaged networks can present limitations to service and content providers. The most significant limitation is the inability to guarantee consistent quality: The available QoS always depends on the bandwidth offered by the access network. Technologies like adaptive streaming and shared CDNs can help improve video delivery outside service provider networks, but they can't guarantee QoS.

Going beyond the service provider network can also create challenges relative to content rights. Typically, service providers' agreements with content providers permit them to deliver content to a specific geographical area or customer type (for example, home users only), or with a certain QoS defined by a service level agreement. Strategies that deliver content over unmanaged networks may push the boundaries of — or even violate — content rights. These strategies may create the need for service providers to renegotiate license rights with content owners.

4.5 New media business models

The ongoing shift toward online video continues to spawn media business models that are useful and relevant to service providers. For example, new business models based around advertising-funded and white-label video services can be blended with traditional subscription- or transaction-based pay TV business models. By combining new and traditional models, service providers can increase flexibility and speed time to market.

Many of these new business models have already been accepted by the cable TV market. The results show in TV Everywhere-style offerings, which enable pay TV providers to extend content to other connected devices, either as part of an existing subscription offer or an advertising-funded model. Similar models are beginning to appear in the Telco market as providers attempt to find new ways to expand and diversify their media offerings.

4.6 Broader content scope

On their own, service providers' traditional walled garden catalogs don't provide enough content to meet consumers' ever-expanding video entertainment needs. Many consumers turn to OTT providers whenever they want additional content or information about content. When consumers use OTT provider offerings, they become effectively invisible to service providers, even though service provider networks connect them to these offerings. This cuts service providers out of the content value chain.

Service providers can capture and hold consumer interest by embracing the OTT model and complementing their walled garden catalogs with content aggregated from the Internet. Service providers can't own all available content. But they can provide a single branded portal that offers access to diverse and compelling content from a wide range of sources.

Providers can make their portals and content offerings even more enticing by adding enhanced capabilities derived from Internet technologies. For instance, advanced discovery capabilities such as search, recommendation, gifting and social network interaction can create a richer, more holistic service experience.

With an approach that leverages online technologies and partnerships, a service provider can dramatically increase the scope of its content catalog — and, therefore, its overall relevance and value to consumers — without spending time and money to negotiate content rights agreements. At the same time, it can maintain contact with consumers who may otherwise be lost to OTT content providers.

5. NEW OPPORTUNITIES FROM ONLINE CONTENT

Content will always be a major factor in determining the success of a media service offering. To attract subscribers and keep them interested, service providers need to offer them a rich and varied catalog of content.

In the traditional media value chain, a service provider negotiates the right to deliver specific content provided by a content owner or broadcaster. Once these rights are granted, the service provider can incorporate the content into its branded service environment. This value chain is largely based on a one-to-one commercial relationship in which the service provider is a customer of the content owner or broadcaster.

With online video, service providers have new opportunities to develop stronger, more extensive relationships with content owners and broadcasters through agreements that cover content syndication and rights sharing.

5.1 Content syndication

Service providers can use content syndication to enrich their content catalogs, either by directly negotiating content rights or by partnering with broadcasters and content providers.

New types of syndication agreements are available in the online world. For example, a service provider could publish third-party content on its own portal but have this content open in a partner-owned player when customers select it. Or, a provider could create a virtual content hub by allowing content owners and broadcasters to use its environment to enhance and distribute their core content offerings.

The service provider could operate and direct this hub, and extend it to any suitable partner. It could also tailor the hub to offer services such as content caching, metadata management, automated content collection, aggregation and distribution, self-management, and syndication management. To streamline delivery, the service provider could create a multi-tenant CDN that improves QoS and optimizes network performance. This CDN would enable content providers to share a common physical infrastructure to host, distribute and retail their content with a superior quality of experience.

Content syndication capabilities let service providers offer content owners, aggregators and broadcasters new ways to redistribute their content and extend their reachable audience. Content owners and broadcasters often have limited development, integration and network resources. They may find it challenging to extend content licensing rights to partners across numerous outlets. With content syndication agreements, service providers can help content owners and broadcasters simplify and streamline content distribution and licensing processes. Through these agreements, service providers can package compelling content and offer it through many different outlets. Content owners and broadcasters, in turn, can use service providers' online capabilities as a chargeable service.

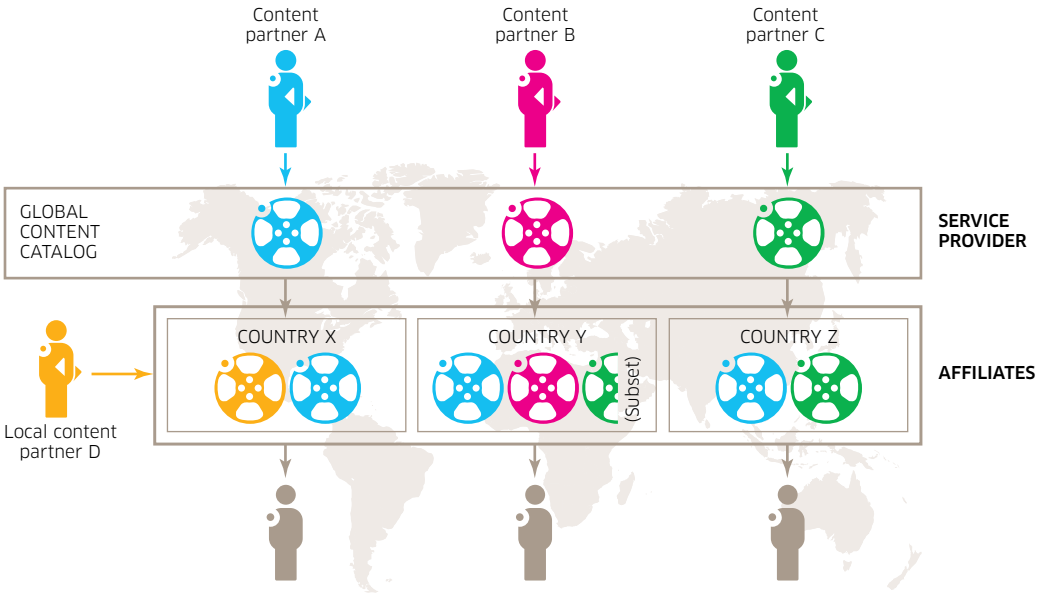
Online content syndication offers clear advantages to service providers. The most obvious advantage is that it provides new revenue streams that are not covered by traditional video business models. Just as important, it places service providers in a much more prominent position in the content value chain. Service providers can use this position to negotiate preferential rights for content that can enrich and diversify their video offerings. To support content syndication use cases, service providers must be able to automatically update content metadata to every syndication outlet. Service providers should also have the ability to revoke sharing rights and reverse changes applied to assets or associated files during syndication processes.

5.2 Content rights sharing

Content rights sharing gives service providers new opportunities to ingest syndicated content and distribute it across different regions and markets. Rights sharing can, for example, be particularly useful to service providers that have affiliates or partners in multiple countries.

In cloud-based online video solutions, a central content management system handles all video assets. Once ingested into the system, these assets can easily be shared with any affiliate or partner with which a content owner has a commercial agreement. Each asset is ingested once but can be shared many times with many affiliates or partners. Figure 4 illustrates how service providers can use the cloud to distribute content to affiliates in other countries.

Figure 4: Using the cloud to distribute content to affiliates in multiple countries



A cloud-based approach to content rights sharing can allow content owners to create accounts and define business rules for each service provider affiliate. This approach offers advantages to multinational service providers. In particular, they can use the cloud to enable content owners to make portions of their content catalogs available to subscribers in other countries. For content owners, reaching these new audiences can be as simple as changing business rules that govern rights and usage. For service providers, the cloud offers the ability to manage content owners with greater consistency. In both cases, a cloud-based approach significantly reduces the time and effort involved in making content available to end users.

6. CREATING A PLATFORM FOR ONLINE VIDEO SERVICES

Service providers — cable operators and Telcos — are well positioned to drive the evolution of the emerging multiscreen market. Their existing network assets and end-to-end infrastructures can be building blocks for developing next-generation content ingestion, management, publishing and CDN capabilities. Backed by the right online video solutions, these capabilities can provide a platform for profitably delivering premium content to every screen. They can also provide the basis for developing closer, more lucrative relationships with content and application providers.

To accelerate service providers' shift toward online video, Alcatel-Lucent has developed the Multiscreen Video Platform. This IP video solution enables service providers to reach more subscribers, devices and locations with cost-effective online TV and video services. Created through a strategic alliance between Alcatel-Lucent and thePlatform, the leading white label video publishing company, this solution supports the delivery of live scheduled TV, VoD and TV Everywhere-style services to TVs, PCs, tablets and mobile devices. Ultimately, the Multiscreen Video Platform can help service providers address the major challenges they face in launching — and succeeding with — online video services. These include enhancing the user experience, addressing essential multiscreen capabilities and streamlining media operations.

6.1 Enhancing the user experience

Successful online video solutions will help service providers enhance the user experience by enabling them to offer secure TV and video services to a wide range of devices, including PCs, smartphones, tablets, hybrid set-top boxes and connected TVs. Ideally, these services will incorporate live and catch-up TV, premium VoD, and content from third-party providers, Web services and Internet-based syndicators. In a competitive, content-driven market, a comprehensive multiscreen content offer can be a valuable differentiator.

With flexible online solutions, service providers can leverage and combine the unique capabilities of different devices to create a true multiscreen experience. This experience can be enabled through features such as:

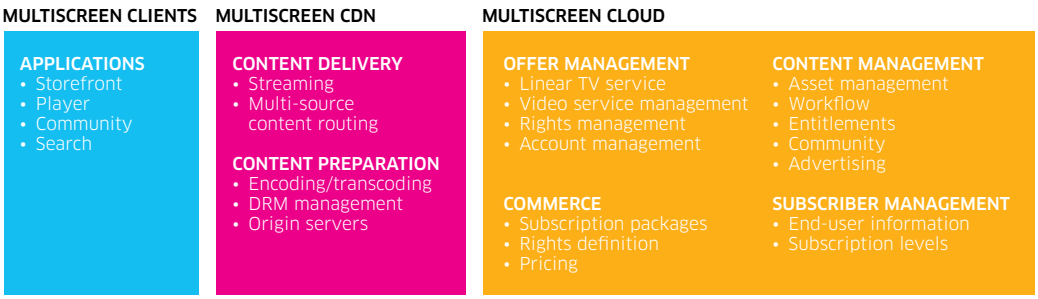
- *Bookmarking*: Users can pause a video on one device and resume playing it from the same spot on another device.
- *Remote control*: Users can enjoy a more flexible and personalized experience by using a smartphone or tablet to control their TV service. Users can, for instance, select content on a tablet and and play this content on the TV to enjoy a better viewing experience.
- *Companion screen*: While watching specific content on TV, users can use another device to access a value-added application related to this content.
- *Cross-screen PVR*: Users can receive, view and manage recorded TV programming from any device.
- *Media vault*: Users can store, manage and access personal, semi-professional and professional content through an online repository.
- *Mobile smartloading*: Content can be delivered to or from mobile devices so users can access their favorite TV shows or videos regardless of network conditions.

6.2 Addressing essential multiscreen capabilities

To succeed with online video services, providers need solutions that let them use their existing assets as the basis for automating the delivery of TV and video content across many different devices. An optimal online solution (Figure 5) is one that can fill this role by addressing a wide range of vital multiscreen capabilities, including:

- *Content management* functions such as ingestion, publishing, content and advertising policies, metadata management, and content feeds
- *Subscriber and offer management* functions that can efficiently support comprehensive end-user management, entitlement and authentication capabilities. These functions should also support a variety of business models, including advertising, subscription, pay-per-view, purchase, rental and bundling.
- *Content preparation* and head-end functions that can seamlessly acquire, transcode, encrypt and store TV and video content for use on many different devices
- *Content delivery* functions that can take advantage of advanced, video-optimized CDN solutions and deliver content in a secure way to every connected device, including smartphones and tablets
- *Applications and clients* that can efficiently present TV and video services to consumers across a broad range of connected devices. Online video services require advanced business logic and applications to support electronic program guides (EPGs), VoD and premium service catalogs, catch-up services, PVR, device pairing, cross-screen services, subscriber management, and payment tools. Clients must support popular Web technologies such as Flash and HTML5.

Figure 5: Building blocks for a successful online video solution



6.3 Streamlining media operations

Multiscreen video services require even greater efficiency than single-platform TV and video services. Solutions that support these services must be able to adapt to and simplify existing media systems and operations. For service providers, an ideal multiscreen solution is one that can be deployed readily into legacy environments, reach new devices and screens, and scale to support mass-market growth. The following sections describe some of the most desirable operational characteristics for online video solutions, including modularity, flexible deployment, scalability and agility.

6.3.1 Modularity

Often, service providers have complex, silo-based operating environments that include equipment from many different vendors. They can transform these environments with modular multiscreen solutions that can reuse and adapt to legacy components and operations while adding enhanced online video capabilities. Service providers can increase flexibility by choosing solutions with components that can be deployed and customized individually.

6.3.2 Flexible deployment

An online video solution has to be flexible enough to adapt to any service provider environment. Service providers want solutions that can line up well with their legacy systems, finances and operations, and evolve to suit to their plans for the future. Specifically, service providers may want to start with a cost-effective and low-risk hosted solution model and shift to a fully owned and operated model once they determine that online video services can yield sustainable revenue.

6.3.3 Scalability

Anticipating a quick uptake for online video services, many service providers are seeking solutions that can help them support rapid subscriber base growth. With cloud-based online solutions, service providers can launch multiscreen services quickly and reliably. At the same time, they can use the reach and flexibility of the cloud to scale their offers and influence to the mass market.

6.3.4 Agility and faster time to market

To compete in the video and TV market, service providers need solutions that make it easier to develop and launch compelling new services. Solutions that focus on agile, Web-based development can allow service providers to continuously adapt to market and customer requirements, develop and launch features faster, and eliminate lengthy service release cycles.

7. CONCLUSION

No one can predict exactly how the merger of television and the Internet will shape the evolution of the multimedia market. What is certain, however, is that multimedia services are evolving toward a future in which all content can be delivered online, to every connected device. By adopting flexible, adaptable solutions based on open standards and proven deployment practices, service providers can transform their TV and video offerings and secure a role in the fast-emerging online video market. This market will give service providers opportunities to stand out and gain relevance with new business models that increase their agility and consumer appeal, extend their media service reach, and broaden the scope of their content offerings. These are the keys to sustainable success in the new online world.

To help service providers deploy a successful multiscreen strategy, Alcatel-Lucent has developed the Multiscreen Video Platform, a modular multimedia solution that enables the delivery of TV and video content to a broad range of connected devices. This solution targets service providers, such as cable operators and Telcos, who want to reach more subscribers, devices and locations with cost-effective video services.

Blending efficient content delivery with cross-screen services and social connections, the Multiscreen Video Platform can help service providers create a rich user experience that spans every Internet-connected device. With this solution, service providers can differentiate from over-the-top offers, boost loyalty and increase revenue with compelling multimedia services that could even reach beyond their physical networks. They can build these services on new online business models that address demand for anytime, anywhere video.

The Multiscreen Video Platform combines the strengths of Alcatel-Lucent, a leader in IP, IPTV and mobile media technologies and pioneer in applications and services, and thePlatform, a leading provider of online video management and publishing solutions. Alcatel-Lucent contributes an unmatched multimedia solutions skill set and knowledge gained through more than 60 IPTV and 45 mobile entertainment solution deployments worldwide. thePlatform brings recognized leadership, expertise and market insights relative to online video delivery. It also brings more than 100 customer references from service and content providers, including Comcast, Cox and Telstra.

With the Multiscreen Video Platform, service providers can lead their customers and partners to the next generation of pay TV, one in which all TV and video content is delivered to every screen.

For more information about the Multiscreen Video Platform, visit http://www.alcatel-lucent.com/multiscreen-video-platform.

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