

CASE STUDY

MARKET: **MSO**

REGION: **EUROPE**

COMPANY: **TELECABLE**

# TELECABLE EXPANDS MARKET LEADERSHIP WITH NEXT-GENERATION TV SERVICES

The premier operator in Asturias, Spain, chose Alcatel-Lucent to provide anytime, anywhere, any-device access to live TV, video on demand services and personal cloud recording capabilities to its valued customers



As a full-service telecommunications provider, Telecable serves the main cities in the Asturias region of Spain. Thanks to its own broadband network deployment, Telecable reaches more than 75 percent of the region's population, providing TV, fixed- and mobile-telephony, broadband Internet, satellite Internet, and telecommunications services for residential and enterprise customers. Wanting to use the most innovative products and services to offer its customers the best user experience, Telecable looked to evolve its TV service and make it available on all screens, including smartphones, tablets and PCs.

## CHALLENGES

- A mature and competitive market required new ways to differentiate.
- The wide installed base of demanding pay TV subscribers encouraged Telecable to continue its strategy for innovation, focusing on advanced TV services.
- Any new services or business models had to protect previous investments.

## SOLUTION

- Telecable is extending its successful pay TV service from set-top boxes to multiple devices to enable TV anywhere services.
- Alcatel-Lucent systems integration capabilities ensure a smooth evolution for Telecable and its customers.
- The solution allows Alcatel-Lucent products as well as solutions from selected partners to be seamlessly integrated with existing Telecable assets.
- Consists of a mix of cloud and on-site deployment, including service, subscriber, commerce and content management, as well as content processing, recording, storage and delivery.

## BENEFITS

- Telecable can attract and retain subscribers with new features such as Catch-Up TV and the ability to record and store TV shows in the cloud for anytime, anywhere, any device viewing.
- A smooth evolution to IP- and cloud-based infrastructure allows agile delivery of high-quality video services to smartphones, tablets, smart TVs and personal computers.
- Extending the existing IPTV platform and reusing deployed set-top boxes protected Telecable investments and enabled cost-effective growth.
- Access to the best partner ecosystem to develop new business models.



*"We are pleased Telecable again trusted Alcatel-Lucent for a future-ready and realistic proposal to evolve its TV business and open new paths for growth"*

**Rafael Sanz Gómez, Key Account Manager, Alcatel-Lucent**

## THE CHALLENGES

Telecable has 145,000 subscribers for its TV services, which are offered through a fiber network deployed across the Asturias region. Over 30 percent are premium users who have access to a wide range of channels and services.

This is a mature market in which local service providers need to continually renew their service offerings and business models to remain competitive. In this environment, Telecable is compelled to always be evolving its TV services to differentiate from the competition and ensure the success of its subscriber product offers.

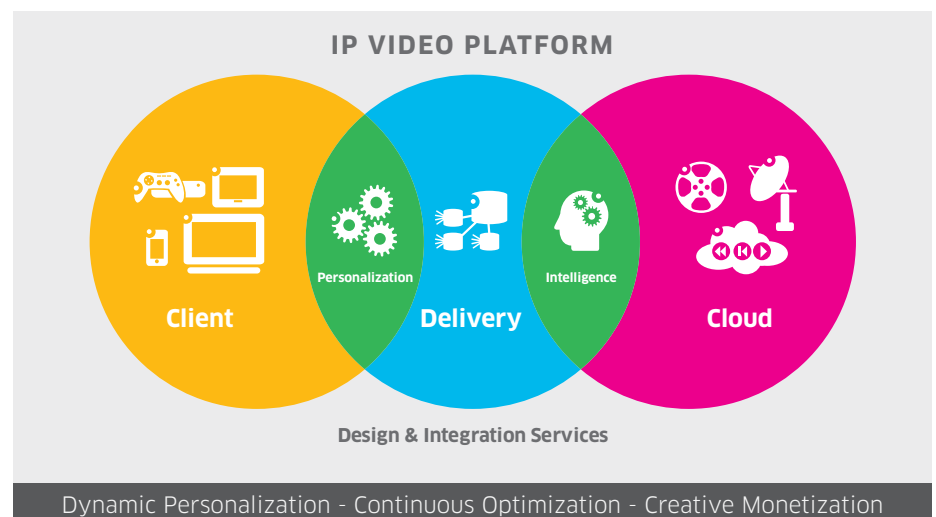
To continue offering its subscribers the best possible user experience, Telecable decided to expand the availability of its TV programming beyond traditional, home-based screens to include the next-generation of connected devices. In January, 2013, the company issued a request for quotation (RFQ) to evolve its existing TV platform to support multiple screens. The request included the ability to make multimedia content available on smartphones, tablets and PCs, in addition to TVs, and integration

with new business models associated with social networks and advertising. It was also imperative that any additional investment in new, differentiated services use current TV head-ends, platforms and networks to the fullest extent possible.

## THE SOLUTION

The Alcatel-Lucent IP Video solution was selected over proposals from small integrators, specialized video on demand (VoD) platform providers, and content distributors with their own platforms. The solution consisted of a mix of cloud and on-site deployment that allowed Alcatel-Lucent products, as well as solutions from selected partners, to be seamlessly integrated with existing Telecable assets. It included three main components:

- A cloud platform combining thePlatform® mpx™ and Alcatel-Lucent software modules to manage services, subscribers, commerce and content.
- An IP Video head-end to process linear and time-shifted TV services – such as Catch-Up TV and personal recording – comprised of the Alcatel-Lucent Velocix® Origin and Cloud DVR to record, encrypt, store, package and originate copies of video assets.



- Multi-screen clients available on every connected device to allow Telecable customers to access applications such as an electronic program guide (EPG), search, recommendations and personalization features, guaranteeing Telecable a faster and more predictable time-to-market.

Alcatel-Lucent provided systems integration capabilities for the complete solution to ensure a smooth transition for Telecable and its customers. These included consulting, design, integration, deployment, configuration, operation, and maintenance services. During the transition to the new solution, Alcatel-Lucent ensured the existing EPG and VoD catalog were maintained, along with all subscriber management data.

A realistic implementation plan was just as important as the solution's components. Alcatel-Lucent proposed a phased approach that matched Telecable's vision to launch a new customer experience in the short- to medium-term, while providing a solid evolution path to new services and business models at an optimal cost. During the first phases of the project, both existing and new platforms are being run in parallel to avoid any issues with customers' service experience.

## WHY ALCATEL-LUCENT?

The Alcatel-Lucent solution most closely matched Telecable's needs, and fulfilled its most important expectations, including:

- A smooth transition from their current IPTV infrastructure to a next-generation IP Video platform, including a project plan fully adapted to Telecable's time-to-market services plan and which had zero impact on subscribers.
- The ability to provide new services – such as content delivery to connected devices – that increase ARPU, consolidate Telecable leadership and enhance the customer experience.
- A cost-effective migration through the re-use of some existing platform investments and set-top boxes, coupled with little or no impact on existing internal operational processes.

Outstanding support from Alcatel-Lucent teams was crucial to the success of the proposal, demonstrating to Telecable not only strong expertise and experience in video network technologies, TV, and over-the-top (OTT) services, but also a great commitment to – and perfect understanding of – Telecable's mid- to long-term strategy.

Alcatel-Lucent already supplied Telecable with solutions and expertise for their pay TV services and partnered with them to bring innovative features to the market, such as DVRs. Leveraging the trust already gained as a strategic supplier, Alcatel-Lucent closely aligned its offer to Telecable's strategy, re-enforcing that trust while ensuring the new platform would cover all requirements in the competitive market.

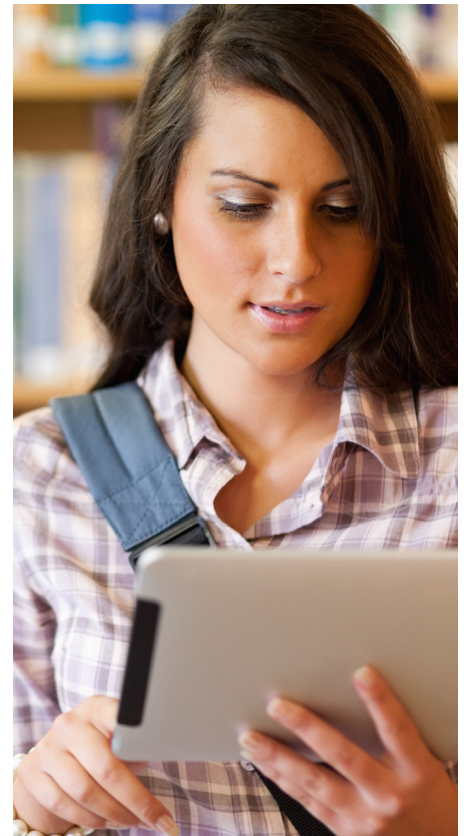
A good partner ecosystem is key to successfully implementing new business models. Alcatel-Lucent brought the best partners to Telecable, including content encoding and encryption leaders Verimatrix and Harmonic, and strategic partners for social networking and online advertising.

## BENEFITS

Telecable subscribers will enjoy a unified customer experience and a growing set of advanced TV services available anytime, anywhere, without impacting their existing equipment (set-top boxes).

By choosing a mix of in-house and cloud models, Telecable can maintain control over how TV and video content is managed and delivered, while becoming more agile and cost efficient.

Telecable will also benefit from a next-generation video platform enabling flexibility both now and in the future. In particular, Representational State Transfer (REST) application programming interfaces allows Telecable to offer Catch-Up TV, Cloud DVRs or other innovative services on their own or in partnership with others, helping Telecable to develop its business while optimizing costs.



*“Alcatel-Lucent’s experience in IP, and particularly in deploying end-to-end solutions for video, has solidified their role as our technology partner of choice. It is natural to work with them as we look to offer our customers an improved viewing experience with innovative cloud-based services and TV anywhere.”*

**Jesús Pérez Iglesias, CTO Telecable**