



LALAKYI – SUCCESSFULLY LAUNCHING AN OTT SERVICE IN AN EMERGING COUNTRY IN SOUTH EAST ASIA

Key Highlights

Industry

Telco and Media Production

The Challenge

Launch a totally new TV service, quickly, at optimized cost in an emerging country opening up to new technologies

The Solution

Global Innovations Media of Myanmar chose VO's TV Platform as a Service (TVaaS) which enables them to deliver an end-to-end, premium-quality, secure TV service named Lalakyi for connected devices and Android TV STBs

Benefits

- Ability to launch the platform quickly
- Enhanced business agility, scalability and operational efficiency
- OPEX business model and a managed service



About Global Innovations Media

Global Innovations Media (GIM) provides a range of world-class telecommunications services in Myanmar, and serves as the market leader of the Myanmar telecom industry in broadband internet and telecom infrastructure, pioneering TMT services since 2002. In 2017 they decided to expand into the TV business.



Business Challenge

GIM wanted to launch a totally new TV service, quickly, with the best price quality ratio. They did not want to invest in infrastructure overhead and management. They were looking for an advanced technological solution from a stable, proven company and benefit from a fully managed service.

Customer Success Story

Objectives

- ✓ Launch VOD and then live services in Myanmar and neighboring countries
- ✓ Acquire 1 million subscribers within 2 years
- ✓ Reduce infrastructure costs
- ✓ Support multiple mobile devices, such as TVs, smartphones and tablets
- ✓ Integrate flexible and converged payment systems
- ✓ Integrate linear channels



Challenges

In Myanmar most of the population does not have a traditional bank account, therefore the TV service required complex integrations with local e-payment providers and enablement of pre-paid vouchers. The Lalakyi App allows registration via social networks; therefore integration with these networks was also required.

In addition, they wanted to ensure that the system is designed to easily scale, with the ability to implement new features in the future.

Solution

GIM chose VO's TVaaS and Harmonic's VOSTM360 Video SaaS to manage its media processing and distribution workflow. Implementing the SaaS model, GIM does not host any of the infrastructure.

The Lalakyi service is a VOD platform with support for linear channels that provides 80% local Burmese content and 20% international content for Myanmar and other Asian countries. Currently, they have about 10% original content that is produced by GIM.

Customer Success Story



Benefits

With VO TVaaS and content protection, the Lalakyi TV Service has obtained the following benefits:

- ✓ Expanded their customer base
- ✓ Obtained business agility, scalability and operational efficiency
- ✓ Able to provide high-quality video experiences for customers
- ✓ Able to offer best-in-class security and extensive DRM support for any device



Success

VO's end-to-end, fully managed and fully hosted cloud-based TV service, TVaaS, enables delivery of secure, high-quality VOD content on advanced mobile devices. They provide TVOD, VOD packages and support linear channels. The Lalakyi interface is available in English and in Burmese and their customer support is available 24/7.

GIM's future plans include augmenting their TV services with subscriptions, leveraging VO's stable yet flexible OTT platform capabilities. They are also looking to create more original content and to expand into Thailand, Singapore and additional Asian markets.

VO's TVaaS platform is integrated with social networks and local payment systems which is critical to the success of the Lalakyi service. GIM plans to continue to leverage VO's integration capabilities, and incorporate more technologies including additional payment systems.



Min Swe Hlaing
Managing Director,
Global Innovations Media

"We chose Viaccess-Orca for many reasons, one of which is their proven record, especially in Europe – they provide stability with flexibility. I strongly believe that with our partner, VO, there is big room to grow in developing countries like Myanmar and other Asian markets".

Min Swe Hlaing
Managing Director, Global Innovations Media

Find out how you can successfully grow your TV services with VO's TVaaS Platform

Contact us



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It's smarter, it's safer. It's VO.

