



Orange Spain

IMPLEMENTING A FUTURE-PROOF TV PLATFORM

Key Highlights

Industry

Convergent telecommunications (mobile, FTTH and TV)

The Challenge

To deploy a TV platform that enables the provision of advanced features and capabilities, agility, high scalability and availability, all within an almost impossible time frame

The Solution

Implementing a micro-services architecture, VO's TV platform was successfully deployed within only three-months, empowering a significant platform upgrade for Orange Spain, and providing it with highly performing, unified platform management, advanced search capabilities and maximum availability

Benefits

- Ability to compete with Tier 1 operators
- Reliably deliver live sports events in addition to regular programming
- Improved agility, scalability and faster time-to-market



About Orange Spain

Since 1998 when the telecommunications market was liberalized, Orange Spain has been a key player in the Spanish market. It remains the most dynamic operator in the convergence market, with more than 20 million customers bringing together 16 million mobile customers and 4 million fixed customers. It has a growing customer base, comprised of mobile, FTTH and TV offers. Today, Spain is the best-equipped country in Europe in fiber optics, and 4G coverage of the population reaches 97%.

Orange Spain's strategy focuses on providing value-for-money, providing high-quality services, including low-cost offers to meet the needs of all customer segments. Orange Spain now federates four powerful brands: Orange, Amena, Simyo and Jazztel.



Business Challenge

Orange Spain required advanced features and capabilities as well as a more robust platform to be able to compete for Tier 1 operators. As broadcasting live sports events is one of its selling points, it requires a scalable, reliable ecosystem that can handle extreme spikes in traffic.

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



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Customer Success Story



Objectives

- ✓ Upgrade the current TV Platform to enable a rich service offering and agile delivery of future capabilities
- ✓ Improve agility, scalability and redundancy
- ✓ Accelerate time-to-market



Technical Challenges

- ✓ To deploy the platform in a very short time-frame
- ✓ Upgrade the TV and content recommendation platforms within a complex ecosystem
- ✓ Integration of mobile apps into the TV platform



Solution

Transmitting live sports events, with their inherent high viewer traffic spikes, is critical for Orange Spain, especially for popular soccer games. VO's TV Platform is able to seamlessly handle these fluctuations, with its fully redundance Active-Active availability and geo-redundancy for disaster recovery.

In a very short time the existing TV platform was significantly upgraded to the new multi-site platform, the design of which implements a microservices architecture. Then, the advanced database transfer between the three sites, which required close cooperation between VO, Orange Spain and the database teams, was implemented.

VO's platform offers many new capabilities such as nPVR, start-over and automatic catch-up, Android TV STB support, advanced search capabilities and enhanced scalability. The system also provides enhanced content protection.

Orange Spain selected VO Player, a robust, secure player for video display across a wide range of devices and operating systems, both for its ability to provide its multi-standard streaming and for its proven content protection capabilities.

Since Orange Spain is highly customer-focused and it had recently redesigned its mobile apps, it needed VO's platform to efficiently integrate these new capabilities. VO was able to simplify the deployment and operations of the new mobile apps and integration of the upgraded VO Player, enabling direct integration with the backend.

Customer Success Story



Benefits

With VO's TV Platform, Orange Spain has obtained the following benefits:

- ✓ Can now compete with the most advanced Tier 1 TV operators
- ✓ Utilize the scalable, reliable ecosystem to deliver live sports events
- ✓ Able to quickly bring new capabilities to market



"We obtained a platform that is always available, redundant, and capable of absorbing brutal spikes. We can now offer our subscribers rich, new services such as NPVR, start-over and automatic catch-up using the latest generation of Android TV STBs, while incorporating various content partners, including Netflix, Rakuten TV, Amazon and others".

Josep-Maria Rabes, TV Services Director, Orange Spain



Success

Orange Spain now has full redundancy and enhanced supervision capabilities of its TV services. This solid infrastructure provides the scalability and geo-recovery that enables quality transmission of live sports events.

VO's platform also enables implementation of the upcoming data-centric solution, which will offer advanced analytics and personalization capabilities that provide the company with a true differentiator, allowing enhanced customer engagement.

Find out how you can successfully grow your TV services
with VO's TV Platform: <https://www.viaccess-orca.com/tv-solutions>

About Viaccess-Orca

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators

shape a smarter and safer TV and OTT experience. With its expertise in security, VO is also helping the digital manufacturing industry protect their assets. Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries.