Viaccess-Orca's RiGHTv at UNE, Colombia

A Viaccess-Orca Case Study

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The Company

UNE-EPM Telecommunications is a public company, fully owned by Empresas Publicas de Medellin (EPM) S.A.

UNE provides information and communications technologies for its customers throughout Colombia, including Internet, broadband and fixed wireless services. UNE is active in the following cities: Medellin, Bogota, Manizales, Barranquilla, Pereira, Antioquia, Cordoba, Sucre, Santander and Cesar.

UNE is one of the largest companies in Colombia and its longstanding experience and support provide a competitive advantage for delivery of high quality services and the most advanced technology.

UNE is the first company in Colombia deploying IPTV and to date is the largest IPTV service provider in Latin America, with more than 140K subscribers.

UNE is also the largest Internet provider in Colombia with more than 800K subscribers and the second largest pay TV service provider in Colombia with more than 970K subscribers.

Why IPTV?

IPTV was chosen by UNE to make the most out of its copper network and offer television services in areas where the company does not have HFC networks. Moreover, IPTV is a flexible technology enabling UNE to offer additional content and TV services.

https://www.youtube.com/watch?v=XFuvKiKBt7A

The Challenges

Educate customers and increase ARPU

The main challenge today is getting customers to understand the value of digital, HD and interactive services, as well as ensuring that customers increase their television ARPU with additional services.

Compete in a bustling arena

UNE's vision is to offer services that help people and companies communicate in an easy, efficient and rapid way. UNE's challenge is to be the most competitive telecom company in Colombia with the best service perception.

Offer innovation and differentiation

UNE has in operation three broadband platforms (HFC, xDSL and mobile). The key challenge is getting the most out of each platform and to complement them with innovative offers and partnerships. By doing this, UNE can deliver cutting edge TV services to their subscribers.

Measure and analyze

One of the most crucial needs for an IPTV service provider is to collect statistics and extract data from the platform, in order to make decisions and measure the usability of new features.
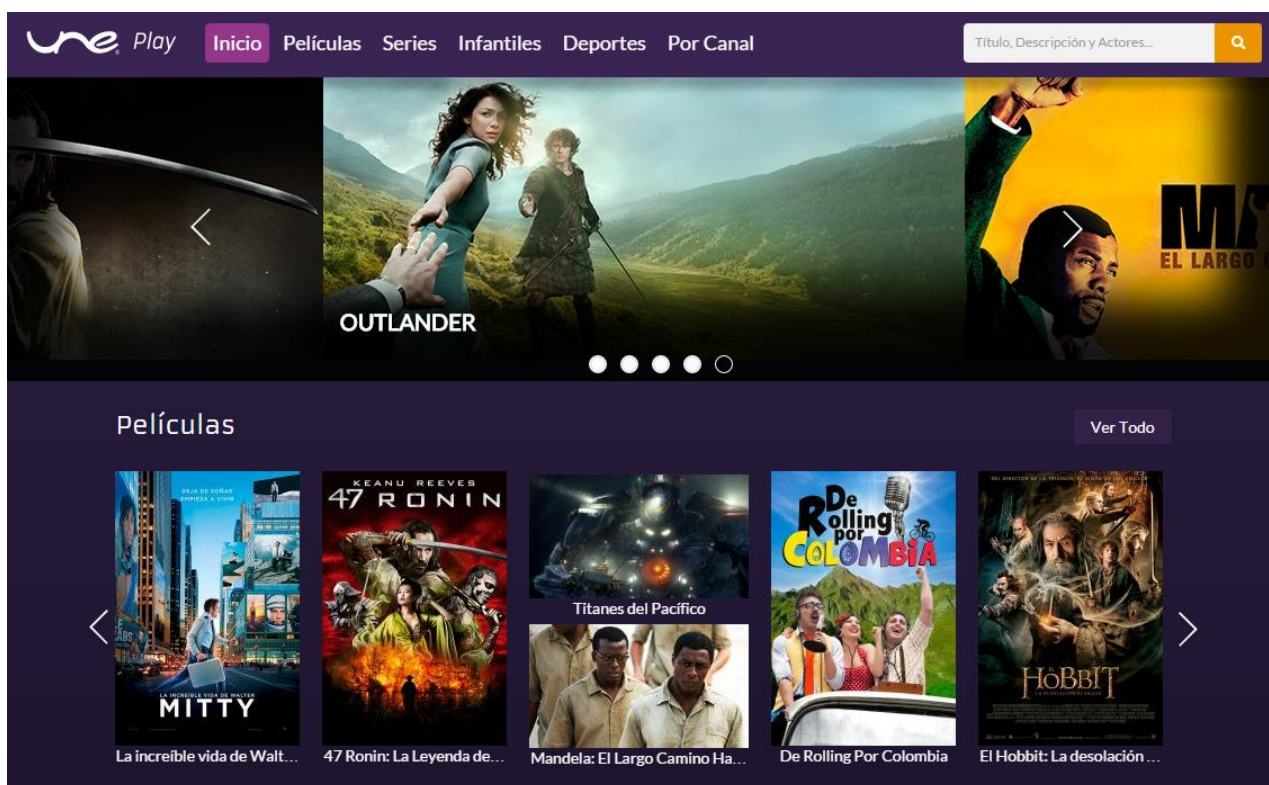
The Solution

RiGHTv in the heart of a complete eco-system

In 2007, UNE selected Viaccess-Orca's advanced RiGHTv middleware to enable the first IPTV service rollout in Colombia. The IPTV deployment was carried out by Union Electrica S.A., Viaccess-Orca's partner and system integrator in the project, providing a seamless, end-to-end solution. Drawing on its diverse expertise and high quality service, Viaccess-Orca deployed a proven ecosystem of partners and technologies previously deployed in Europe, to provide UNE with a dynamic, feature-rich IPTV solution.

Viaccess-Orca's highly innovative IPTV middleware platform enabled UNE to deliver a range of next generation interactive TV services designed to enhance its subscribers' viewing experience.

The IPTV head-end was provided by Tandberg and Envivio. The middleware selected for the project was RiGHTv from Viaccess-Orca and a CAS/DRM platform from Verimatrix. The Video On Demand (VOD) platform was provided by Bitband, and the Set Top Boxes (STBs) used were from Sagemcom in the first stages, followed by Amino and Coship STBs, which were pre-integrated with RiGHTv. The Subscriber User Interface (SUI) was ported by UNE and UE from Sagem to Amino and Copship, with minimal training by Viaccess-Orca. Union Electrica is the system's integrator till today, providing full system support.

Compliance with technical requirements

UNE's initial requirements for this project included all the core services of an IPTV service which RiGHTv fully supports:

- +200 channels (80 channel basic package and specialized content packages).
- VOD/SVOD (movies, adults, concerts, karaoke, local content, etc.).
- PPV (Pay per view movies, adults).
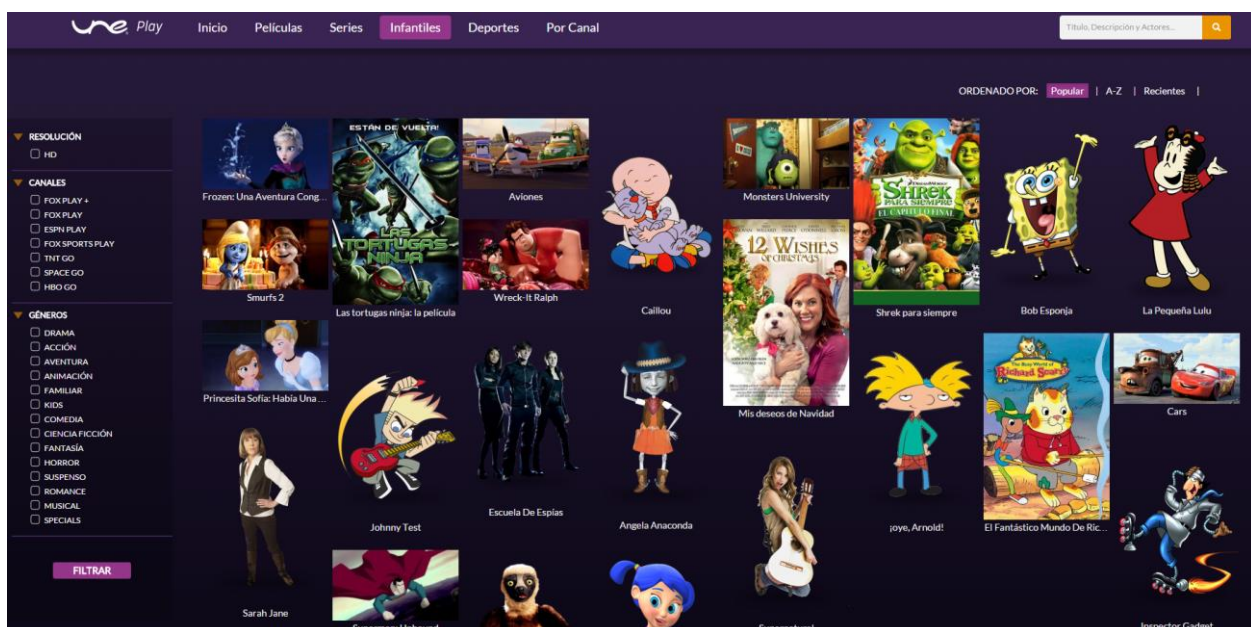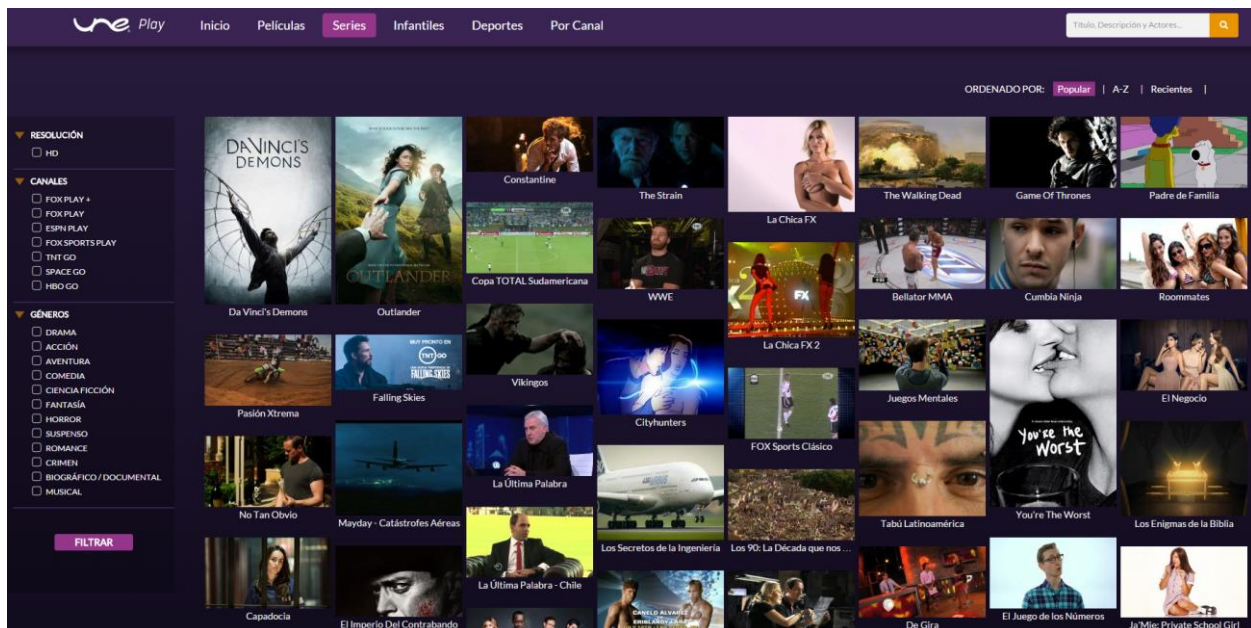- Applications (EPG, parental control, favorite channels, reminders, program search).

Being a flexible platform, RiGHTv later allowed UNE to add additional services:

- HD channels (with multi-audio Dolby digital 5.1. Fox/NatGeo, Discovery Theater, Moviecity, local events channel).
- PVR (Personal Video Recorder service. STB with a 160 GB hard disk drive).
- Time-shift TV (pause live channels. STB with HDD).
- Catch-Up TV (Subscription service. Customers have access to 7 days of programming for 10 channels).

Full control over the Subscriber User Interface (SUI) allows for self-development

Viaccess-Orca's RiGHTv SUI SDK allows for greater flexibility in development and enables service providers to keep developing applications on top of the platform, using its advanced capabilities. As part of the project, UNE's team of 4 engineers was trained for 5 days by Viaccess-Orca. The training gave UNE's team the tools and skills to develop independently, over time, an array of new interactive TV widgets and apps that run on top of RiGHTv. See the following screens of some leading applications designed and developed by UNE.

Today, UNE continues to design and develop new applications on top of the RiGHTv SUI SDK.

Applications and Widgets
designed and developed by UNE

The Results

Applications prove popular

The applications developed in-house by UNE prove to be successful in terms of users' engagement. For instance, during the 2010 World Cup, the Football app (see screenshot above) reached 2 Million hits. Later this app was transformed to match the local champions' league and is proving to still be popular till today.

6,000 new subscribers per month

UNE currently serves 140K subscribers, using 250K STBs, which gives an average of 1.8 STBs per household. UNE's service is growing at the fast rate of 6,000 new subscribers on average, per month.

32% growth in VOD income

Using Viaccess-Orca's RiGHTv to develop applications and widgets, translated into a growth of 32% in VOD income from 2009 to 2010.

Helping UNE's Marketing analyze and plan for the future

UNE realized that one of its most crucial needs is collecting statistics and extracting data from the platform, in order for the company to make decisions and measure new feature usability. Viaccess-Orca's RiGHTv provides analytic tools and data which are used by UNE to analyze ways to constantly improve its service. The main points of analysis are traffic behavior, access to different services and link occupancy. In addition, UNE has developed applications and customized reports, generated by UNE's Business Intelligence (BI) systems. UNE uses this data from RiGHTv to answer its business requirements.

About Union Electrica

Union Electrica (UE) is a Colombian company, leader in the implementation of comprehensive engineering and supplier of products for electric power, telecommunications, electronic security, automation, lighting and technical support. UE is experienced in integration of technologies, supported by a motivated and trained team with 25 years of experience in the market.

UE delivers a complete, integrated solution customized to its customers' needs. It provisions equipment and materials, professional advice, design, construction, installation, testing, commissioning and technical support.

To learn more about UE, visit www.uniongr.com

About Viaccess-Orca

As a leading global provider of content protection, delivery, and discovery solutions, Viaccess-Orca is shaping the ultimate content experience. Through its integrated range of business-savvy products and solutions, Viaccess-Orca helps service providers in the cable, DTT, satellite, IPTV, and OTT industries gain a competitive edge in today's rapidly evolving multiscreen environment. By enabling service providers to securely deliver an engaging user experience on any device, Viaccess-Orca is reinventing the entertainment landscape. Viaccess-Orca is part of the Orange Group.

For more information, visit www.viaccess-orca.com, follow us on Twitter @ViaccessOrca and Linkedin.