

STARHUB LAUNCHES SINGLE AGGREGATED OFFERING WITH STARHUBTV+

Consolidated Networks into a Single, Aggregated Offering to Attract and Retain Subscribers

StarHub took the NAGRA OpenTV Video Platform to consolidate their IPTV and OTT networks creating a single service and bundled content aggregation offer called StarHub TV+

Opportunity: StarHub faced increasing network management and operational costs through distributing TV services across IPTV and OTT networks. Their business was also being impacted by eroding customer loyalty – the fact that subscribers were either churning or consuming more over-the-top (OTT) content away from StarHub’s service.

Collaboration: StarHub consolidated their offering using NAGRA’s cloud-based OpenTV Video Platform, replacing the incumbent OTT solution to create StarHubTV+. AndroidTV was selected to power the new set-top box, delivering aggregated content and services from both StarHub and third-party streaming services, taking advantage of features such as deep-linking and universal search and discovery. In addition, the NAGRA Connect player was selected to enable availability of StarHubTV+ on a spectrum of unmanaged devices.

Benefits: The business value derived from launching StarHub TV+ includes:

- Optimized network, service management and content delivery through a unified, converged solution that enables a lower cost of ownership.
- Improved user stickiness – Subscribers enjoy aggregation of compelling, first-run content, plus features such as universal search and discovery.
- New market share captured – Revenue growth from capturing on-net and off-net customers with a similar content bundle, and new attractive offers.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY



SOLUTION

OpenTV Video Platform



NAGRA was a key partner in providing us with the converged video platform we were looking for, to simplify and optimise not only our operations and systems, but our customer packaging and pricing.”

– Yann Courquex,
Vice President Home Product
StarHub

VALUE DELIVERED

Consolidating Multiple Distribution Networks

Managing multiple distribution networks and associated devices prevented StarHub from being able to react to the rapid pace of change in the OTT market and address the consumer requirement for an aggregated service with linked service bundling. The NAGRA OpenTV Video Platform allows StarHub to consolidate and support those services, and multi-DRM ensures they can offer subscribers premium content protected by a full package of Hollywood-grade security. StarHub TV+ combines IPTV and OTT to deliver live and on-demand video services seamlessly, with far lower operational overheads for the operator.

Integrating Devices and Equipment

To compete with new and existing OTT providers, StarHub knew they had to provide convenience and simplicity to attract and retain pay-TV customers, so they chose Android TV, as a means of aggregating their TV solution, alongside apps for open devices. Through their portfolio of pre-integrated solutions, including Android TV through the Fast-Track program, NAGRA was able to quickly activate partners for the Android TV STB, Custom App Launcher, encoding, transcoding and content delivery network. Within 180 days, StarHub had gone from a high-cost, difficult-to-manage assortment of technologies and networks to the cost-efficient, cloud-managed StarHub TV+.

Aggregated Content Bundles for Subscribers

StarHub subscribers wanted to access their content centrally and be able to combine all their viewing subscriptions through one single app. This meant that the operator had to aggregate content or risk losing pay-TV viewers. By offering a unified user experience, StarHub can satisfy subscribers through an aggregated Subscription Video on Demand (SVOD) offering that includes major and localized streaming services such as Netflix, Disney+, HBO and iQiyi – all bundled through StarHub's innovative TVPass subscription. The NAGRA OpenTV Video Platform's browser-based management platform allows the operator to regain the power of aggregating content while abstracting all the technical complexity behind an ever-evolving pay-TV service.