

The background is a collage of various mobile TV application interfaces. It includes channel lists, program guides, search bars, and weather widgets. Text elements from the screens are partially visible, such as 'All channels', 'Program: Te...', 'Today 10:05 - 10:40', 'Nova 2 HD', 'Nova Gold HD', 'Nova Action HD', 'TV Barrandov HD', 'Barrandov Krimi', 'Barrandov News', 'Detail', 'Record', 'Jump to now', 'MOJE ZPRÁVY', 'Teleshopping', 'Týden...', 'Camille Claudel 19...', 'Drama, Biography', 'Autumn Ball', 'Black Block', 'Forest', 'Search', 'Recording', 'Television', 'Program guide', 'Watch TV', 'TV channel locks', 'Channel management', 'T-MOBILE', 'Nova 2 HD', 'Nova Gold HD', 'Nova HD', 'Prima COOL HD', 'Nova 2 HD', '19. August 3:08PM', '21/16 °C', '8 km/h', '20.4 mm', '8 km/h', '0.0 mm', '11 km/h', '0.0 mm', '11 km/h', '22/14 °C', '21 °C', 'Wed', 'update: 15:08:11', 'Blue is the warmest of colors', 'Camille Claudel 19...', 'Autumn Ball', 'Black Block', 'Forest', 'Teleshopping', 'MOJE ZPRÁVY', 'Jump to now', 'Record', 'Detail', 'OK', 'TV program guide', 'Today 10:05 - 10:40', 'Nova 2 HD', 'Nova Gold HD', 'Nova Action HD', 'TV Barrandov HD', 'Barrandov Krimi', 'Barrandov News', 'Detail', 'Record', 'Jump to now', 'MOJE ZPRÁVY', 'Teleshopping', 'Týden...', 'Camille Claudel 19...', 'Drama, Biography', 'Autumn Ball', 'Black Block', 'Forest', 'Search', 'Recording', 'Television', 'Program guide', 'Watch TV', 'TV channel locks', 'Channel management', 'T-MOBILE', 'Nova 2 HD', 'Nova Gold HD', 'Nova HD', 'Prima COOL HD', 'Nova 2 HD', '19. August 3:08PM', '21/16 °C', '8 km/h', '20.4 mm', '8 km/h', '0.0 mm', '11 km/h', '0.0 mm', '11 km/h', '22/14 °C', '21 °C', 'Wed', 'update: 15:08:11'.

nanguTV

CASE STUDY

How we helped T-Mobile introduce full mobile and internet TV in record time

and exceeded all expectations

OUR TASK

LAUNCH IT QUICK AND MAKE IT PROFITABLE AS SOON AS POSSIBLE

In 2015, the leading Czech mobile communications provider T-Mobile faced a significant challenge. Its major competitors were already offering or planning to offer the increasingly attractive mobile TV services, and the company needed to respond.

Before that, nangu.TV had already cooperated with T-Systems, a provider of IPTV services over FTTx networks in the outskirts of the Czech capital of Prague. When T-Systems merged with T-Mobile in 2014, an opportunity opened up to integrate T-Systems' IPTV services with T-Mobile and complement them with OTT service, so that T-Mobile could offer its customers a full portfolio of TV services.

The main reason why nangu.TV was assigned for the job was its previous excellence in projects for T-Systems, in which it proved its quality and reliability. The full IPTV/OTT solution had to meet the following expectations:

- ▶ **The demanded services had to be launched very quickly.**
- ▶ **T-Mobile demanded the best possible image quality for its customers.**
- ▶ **The service had to be profitable from the moment it launched.**

100% increase

**in subscriber base
in 3 consecutive years**
far exceeding expectations

2 months

**elapsed between
the start of comprehensive
acceptance tests for IPTV services
and the official launch**
a record pace greatly appreciated by T-Mobile

1 year only

**to fulfil and surpass
the KPIs**
which helped T-Mobile strengthen its market position

HOW DID T-MOBILE BENEFIT FROM OUR APPROACH?



FULL TECHNICAL SUPPORT & PROVISION OF A DEDICATED EXPERT

T-Mobile preferred a solution that would not require building an in-house tech department. Besides full technical support, we provided them with a dedicated expert who helps with operational issues.



EXTRAORDINARY CAPACITY FOR EXTRAORDINARY IMAGE QUALITY

Our solution allows for a high number of profiles on each channel. The more profiles, the more subtle choice for the end device and the better image for the end user. For the given connection capacity, T-Mobile achieves the best image quality on the market.



ADVANCED DRM PROTECTION

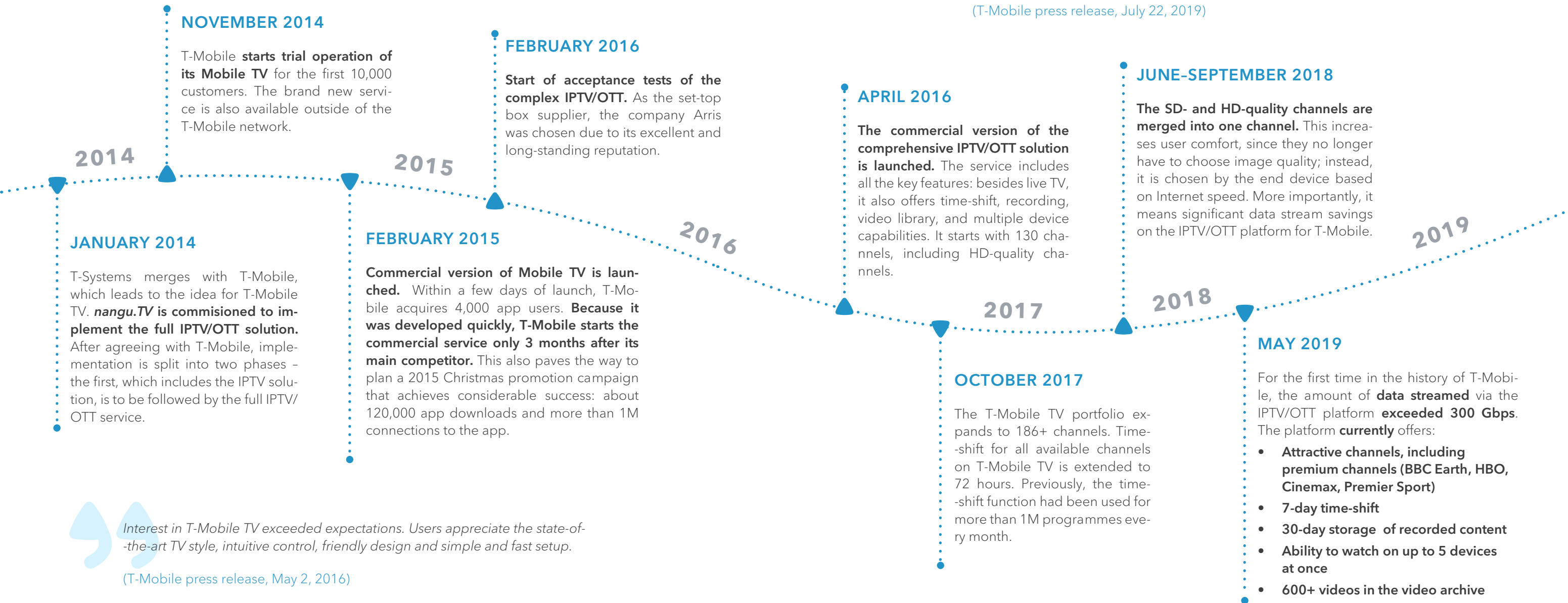
The system was built to support the latest security requirements for content protection. This allowed T-Mobile to also offer several premium channels such as BBC Earth, which is exclusively available in the Czech Republic on T-Mobile TV.



FROM SERVERS TO SCREEN APPLICATION, DESIGNED FOR EASY SCALABILITY

We provided a complete end-to-end solution, including an IPTV / OTT platform, middleware application server, apps for iOS and Android, set-top boxes and a web. Thanks to horizontal scalability, the platform can easily handle a rapid increase in T-Mobile customers.

AN INCREDIBLE PACE



CAN WE DO SOMETHING FOR YOU? CONTACT US

nangu.TV, a. s.
Pernerova 691/42, 186 00 Prague 8, Czech Republic
+420 225 090 111, sales@nangu.tv

www.nangu.tv

nangu.TV is a leading media platform provider based in the Czech Republic with a global reach. Offering highly innovative and comprehensive IPTV and OTT platform solution with very latest in Live TV, Video on Demand and non-linear TV value added services, content is seamlessly delivered to the full range of end devices, including state-of-the-art set-top boxes, smart phones, tablets, PC browsers and smart TVs. Working within an open environment for application development, brand new nangu.TV-designed applications offer advanced and inventive functionalities that work to boost social TV interaction as well as advertising revenues.