# nangu

CASE STUDY

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

> and exceeded all expectations

TV channel locks

#### **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 demar	nded se	rvices	had t	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 strenghten 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**

#### **NOVEMBER 2014**

T-Mobile starts trial operation of its Mobile TV for the first 10,000 customers. The brand new service is also available outside of the T-Mobile network.

#### 2014

#### **JANUARY 2014**

T-Systems merges with T-Mobile, which leads to the idea for T-Mobile TV. nangu.TV is commisioned to implement the full IPTV/OTT solution. After agreeing with T-Mobile, implementation is split into two phases the first, which includes the IPTV solution, is to be followed by the full IPTV/ OTT service.

#### **FEBRUARY 2015**

2015

Commercial version of Mobile TV is launched. Within a few days of launch, T-Mobile acquires 4,000 app users. Because it was developed quickly, T-Mobile starts the commercial service only 3 months after its main competitor. This also paves the way to plan a 2015 Christmas promotion campaign that achieves considerable success: about 120,000 app downloads and more than 1M connections to the app.

**FEBRUARY 2016** 

long-standing reputation.

Start of acceptance tests of the

complex IPTV/OTT. As the set-top

box supplier, the company Arris

was chosen due to its excellent and

2016

Interest in T-Mobile TV exceeded expectations. Users appreciate the state-of--the-art TV style, intuitive control, friendly design and simple and fast setup.

(T-Mobile press release, May 2, 2016)

connection, and last but not least the broad range of channels.

(T-Mobile press release, July 22, 2019)

#### **APRIL 2016**

The commercial version of the comprehensive IPTV/OTT solution is launched. The service includes all the key features: besides live TV, it also offers time-shift, recording, video library, and multiple device capabilities. It starts with 130 channels, including HD-quality channels.

2017

#### **OCTOBER 2017**

The T-Mobile TV portfolio expands to 186+ channels. Time--shift for all available channels on T-Mobile TV is extended to 72 hours. Previously, the time--shift function had been used for more than 1M programmes every month.

T-Mobile is currently the fourth strongest player in the Czech television service market. The growing popularity of our TV service is mainly due to high image guality, the reliable

#### **JUNE-SEPTEMBER 2018**

The SD- and HD-quality channels are merged into one channel. This increases user comfort, since they no longer have to choose image quality; instead, it is chosen by the end device based on Internet speed. More importantly, it means significant data stream savings on the IPTV/OTT platform for T-Mobile.

#### **MAY 2019**

2018

For the first time in the history of T-Mobile, the amount of **data streamed** via the IPTV/OTT platform exceeded 300 Gbps. The platform **currently** offers:

- Attractive channels, including premium channels (BBC Earth, HBO, Cinemax, Premier Sport)
- 7-day time-shift
- 30-day storage of recorded content
- Ability to watch on up to 5 devices at once
- 600+ videos in the video archive

#### CAN WE DO SOMETHING FOR YOU? CONTACT US

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#### 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.