

Live, VoD, Catch-Up & Restart TV





MOBILE TV APPLICATION FOR LEADING DTH OPERATOR

PROJECT SCOPE

To capture and retain customers, primarily among youth, by providing live and on-Demand TV content on popular smartphone and tablet devices

SOLUTION HIGHLIGHTS

- Development of Android and iOS apps for TV content viewing on mobile
- Design of responsive UI supporting multiple resolutions
- Support for approximately 100 device models popular in the target market

BUSINESS VALUE DELIVERED

- Attainment of market leading position for the customer
- 20% reduction in development cost through hybrid architecture for optimum code reuse across platforms
- 40% reduction in verification cost by adopting test strategy with main and derivative devices, thereby optimizing testing effort without compromising the coverage



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LAUNCH OF CATCH-UP AND RESTART TV FOR A SWEDISH SATELLITE BROADCASTER

PROJECT SCOPE

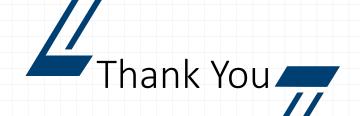
Provide consumers with the option of watching content anytime and anywhere without being constrained by the channel timetables

SOLUTION HIGHLIGHTS

- Restart TV developed by LTTS can easily rewind and play content from the beginning. Consumers need not worry about missing the start of any program
- Catch-up TV developed by LTTS offers a wide selection of channels available for viewing for at least seven days after the actual broadcast of a program

BUSINESS VALUE DELIVERED

- STB enabled with Trick Play mode
- Catch-up TV Up to 7 days of broadcast content made available to watch
- Enabled subscribers with long tail content to download and watch their favorite programs anytime, anywhere and on any device, in both offline and online modes



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