



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



## 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

 Thank You 

 *L&T Technology Services*

