

Case Study



Communications Service Provider Innovates with IPTV Offering

About the Client

A leading communications service provider operating in the retail, wholesale and enterprise markets of West Europe, wanted to establish an IPTV Product Innovation Center to provide Digital TV services for 15 million customers.

Business Challenges

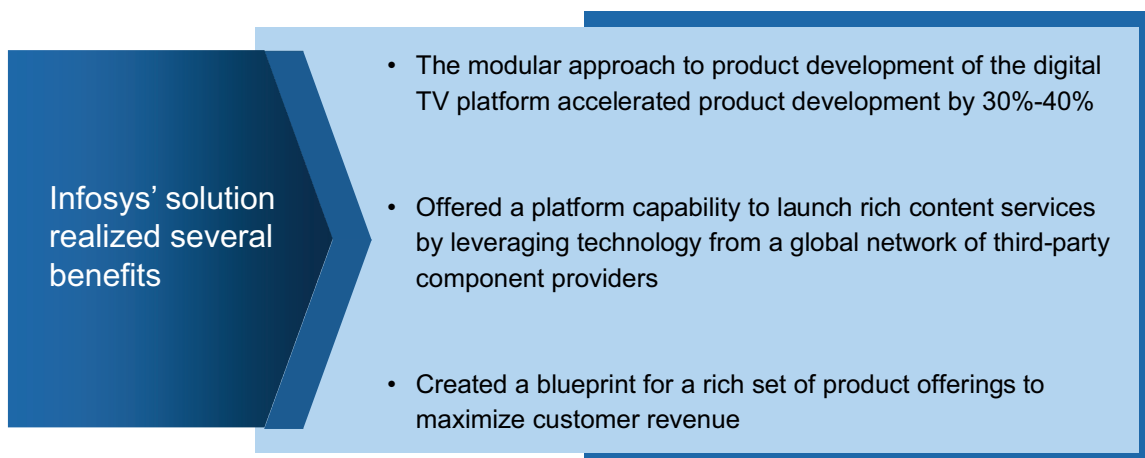
The company made significant investments in Digital TV, including the IPTV platform and digital rights for a wide range of on-demand content (movies, music, sports, TV shows) from leading media houses in the United States. To realize its vision of expanding its Digital TV offering and becoming the leading retailer of entertainment in West Europe, the company had to address several challenges:

- **Increase Customer Revenue**
Grow consumer traffic and average revenue per user (ARPU) for its IPTV offering, and create new revenue streams
- **Sustain Competitive Advantage**
Differentiate itself with a rich service offering to compete effectively against incumbent cable providers delivering sophisticated content offerings
- **Manage Product Launch Complexity**
Implement complex product development and roll out as a result of sophisticated platform capabilities (e.g. flexible offers and pricing) to be acquired from third-party providers, and integrated in a short span of time

Infosys' Solution

Infosys' Modular Content Accelerator (MCA) solution for IPTV established an IPTV Product Innovation Center that served as an interface between the stakeholders in consumer marketing and IT. The solution enabled:

- Mapping of content marketing with a modular solution blueprint to launch advanced platform capabilities and monetize digital content. It helped source capabilities from a network of best-of-breed third-party providers. The services included TV-based search and recommendation, advanced content catalog, bundled offers and flexible pricing, and targeted promotions
- Interactive services (e.g. theme-based content catalog browsing, contextual advertising) via a multimedia content storefront (MCS) to provide a rich user experience to the TV viewer
- Optimization of the user experience across the "3 screens" of TV, broadband and mobile



About Infosys

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