



“End to End” TV-as-a-Service solution is a perfect fit for Regional Network Operators

“TV as a Service” model enables Regional Network Operators to deliver a competitive, compelling and comprehensive TV service - without heavy upfront and ongoing investments.



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TV is a central service for **Network Operators** aiming to extend their offer beyond internet and telephony but it is difficult for Regional Network operator to deliver compelling and comprehensive TV services, as it is resource intensive and risky

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Netgem’s “End To End” TV solution delivered via Purtel fits the market need for Regional Network operators, **providing best in class features** (Multi-screen, 4K, OTT Apps, HbbTV services etc)

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Per User/SAAS pricing reduces **capex hurdle for the TV Business case**

Background

Purtel is the leading white-label platform for regional Network Operators in Germany with over 70 customers. Customers of Purtel include Fibre, DSL cable, Radio and Satellite operators across Germany. As with all network operators, extending the service set is increasingly important and **TV is often a natural extension of the core proposition**. For Regional Network operators, **offering a compelling TV service is often a challenge** given that they are relatively lean organisations with relatively limited TV experience and too small budgets - in order to create a TV service from scratch.

Solution

The “End to End” TV-as-a-Service solution is designed for Regional Network Operators, even with very modest customer bases and modest TV customer acquisition plans. The solution combines all TV areas from **Content, TV features and Operational services**. The Netgem content model brings **great content such as linear TV, OTT streaming, catch-up TV and nPVR** or through 3rd party applications seamlessly integrated into the UI - like Youtube and Amazon Video. For Purtel, there is also the facility to ensure further local and regional content are easily added. Netgem brings advanced **TV features like Multiscreen, all encapsulated within Netgem’s award winning UI**. In addition, there is a **service wrapper to run and operate the TV service**. All of this is a «ready to go» offering with **fast time to market and «SAAS» commercials** (per user with low capex) that allow Operators to pay as the service and customer base grows

Outcome

There is significant **pent up demand for an “End to End” TV-as-a-Service solution** from regional Network Operators and the response to the new offer has been overwhelmingly positive. Netgem has consistently demonstrated it can enable delivery of the best TV service and **Netgem customers often significantly outperform the larger Telcos and OTT players in their markets - in terms of Innovation and thus driving Customer Net Adds**.

About Netgem

Netgem is the publisher of Diamond, a cloud-based software suite for entertainment and connected home services, and a provider of end-to-end solutions for the telecommunications market. Content publishers, device manufacturers and service providers leverage Diamond open ecosystem to deliver innovative digital entertainment services to consumers. Netgem is long term driven by an operational excellence drive for its Customers, and a Consumer focus for innovation, simplicity and affordability.

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This partnership will enable us to deliver a high performance TV-as-a-service solution to complement their existing services

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