Claro Colombia Launches New Aggregated Digital Entertainment Service With Claro Box TV

Retaining subscribers through a SaaS-based, aggregated service offering with a fast time-to-market.

Claro Colombia used the NAGRA OpenTV Video Platform to analyze and address changing consumer behavior with the aim of further increasing consumer satisfaction.

Opportunity: Ten years into the digital transformation of their pay-TV services, Claro Colombia decided to refocus on improving time to market, becoming more cost-efficient and satisfying their subscriber base. They recognized the need to aggregate and bundle third-party services for additional revenue growth and switch to a modern user experience that would keep them dominant in their market.

Collaboration: Claro Colombia adopted the NAGRA cloud-based OpenTV Video Platform to unify the management of their content, packages and accounts. The NAGRA UX Framework provides the app on their new Android TV set-top box (STB) which forms the heart of Claro Colombia's new service. The NAGRA Security Services Platform provided Claro Colombia with multi-DRM to manage Widevine digital rights management on Android TV, plus FairPlay and PlayReady for eventual growth to other open devices.

Benefits:

- **Subscribers now have an aggregated and compelling user experience**

- **Claro Colombia has the behavioral insight they need to react to consumer preferences and better monetize content.**

- **The Claro Box TV Service continues to position the operator as a leader in their market through a proposition designed to increase customer satisfaction.**

- **Certification for Android TV by Google and Netflix took less than 90 days, allowing Claro Colombia to deliver pay-TV services through both cable and over-the-top (OTT) STBs, including cloud DVR.**

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT	Claro
COUNTRY	(Colombia flag)
SOLUTION	**OpenTV Video Platform**

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Our clients are the most important, and we want them to enjoy the latest in innovation and technology. Our Claro Box TV is the evolution of the experience and entertainment so that Colombians can enjoy it all in one place."

Walter Borda,
Corporate Director Strategic
Planning & Innovation,
Claro Colombia

OUR VALUE DELIVERED

Short Time to Monetization

As Claro saw their digital transformation accelerate due to the pandemic, they felt the need to provide a greater variety of content and adapt quickly to customer preferences for open devices. With NAGRA's cloud-based OpenTV Video Platform, they went from offering traditional pay-TV services to realizing their long-held vision of providing a rich user interface and multi-service content aggregation. Thanks to NAGRA's accelerated program of pre-integrating technology components, Claro's deployment took less than six months, including the Android TV STB, remote control, program guide metadata, content encoding and recommendations.

Improved Consumer Experience

At the heart of Claro's business strategy is customer satisfaction. This is defined as understanding new trends and tuning business and operational models to ensure the best customer experience. Through the OpenTV Video Platform, Claro can now manage and offer an attractive consumer experience for live TV, video on demand (VOD), cloud DVR, catch-up and personalization. Plus, Claro is ready to deliver content on multiple screens (mobile, tablet, FireTV, AppleTV, iOS, Android) at a later date.

Aggregated Content & Services

The important trends in pay-TV are consolidation and service aggregation. For Claro, that means management of content and packages in a single place, and for subscribers it means a single user experience regardless of content source. The NAGRA OpenTV Video Platform allows Claro to bundle streaming services via the Android TV powered Claro Box TV alongside additional value-added services like carrier billing with Netflix and deep search via the Claro Video Service. And with NAGRA, Claro is assured of comprehensive service security across all the key consumer touchpoints of their offering.