

US STREAMING SOLUTION

EPlus Broadband Launches Video Streaming Solution For Premium and Local Content to Any Device

New, Versatile Video Solution Lowers Cost of Entry for Operators of Municipals, Electric Co-ops, and Rural Telcos.

EPlus Broadband rolls out OpenTV Video Platform based solution, empowering Tier-2 operators to offer full-spectrum packages with Tier-1 programming alongside hyper-local content and services.

Opportunity: EPlus Broadband, a division of Jackson Energy Authority, looked to offer a new and more feature-packed solution to broadband customers within their service territory. If properly developed, the service would deliver direct-to-consumer video, keep up with changing customer needs and allow for replication to operators in other markets.

But given the cost of signal processing, storage and management of a multi-million-dollar investment, EPlus Broadband knew they could not go it alone. They desired to partner with industry leaders to offset the cost and resell the same solution to operators looking to offer or extend video services within their service territories.

Collaboration: EPlus Broadband combined their experienced headend management with the OpenTV Video Platform from NAGRA and content encoding services from Harmonic. The result is a solution that delivers streaming content and community programming to extend operators' video services and expand viewership. With this new service, EPlus Broadband makes greater use of their fiber-optic network, expands revenue potential and stays relevant in the marketplace with a Bring Your Own Device (BYOD) solution for customers without requiring legacy Set Top Boxes (STBs).

Benefits: Through a partnership with NAGRA and Harmonic, EPlus Broadband has brought to market a cost-effective, repeatable service on par with a Tier-1 offering. With this solution, EPlus Broadband and their industry peers can easily deliver targeted, popular content with minimal up-front investment. Subscribers enjoy new packages running the gamut from first-run movies to community-specific programs, designed for a variety of household budgets.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY



SOLUTION

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This solution was built to not only deliver a great service for EPlus Broadband customers, but also considers the fast-changing device landscape we now operate in. Our goal has always been to deliver a superior viewing experience to our subscribers. With our partnership with NAGRA and Harmonic we have achieved this. What we have built is easily repeatable for organizations with similar goals.”

– Ben Lovins,
SVP Telecommunications,
Jackson Energy Authority

OUR VALUE DELIVERED

A VERSATILE VIDEO STREAMING PLATFORM

Engineered for both broadcast and all-IP streaming, the solution offers EPlus Broadband the versatility to deliver everything from premium, streaming entertainment to hyper-local, linear content. The NAGRA OpenTV Video Platform, protected by an enviable patent portfolio, addresses all managed and unmanaged options for STBs and streaming devices. Its flexibility is designed to ease operator adoption which has greatly shortened EPlus Broadband's time to market.

TOTAL IMPLEMENTATION

Subscribers want to find their favorite content quickly and never miss it. That's why NAGRA, Harmonic and EPlus Broadband included functions like personalized recommendations, start-over, catch-up and cloud DVR. NAGRA built features into both the browser-based back office and the applications that subscribers use on their devices, plus the option to disable the features if required. NAGRA allows remote re-provisioning of Android STBs so EPlus Broadband can deploy the solution without truck rolls. It's a Bring Your Own Device (BYOD) approach that will decrease their CAPEX compared to provisioning hybrid STBs.

MAXIMIZING REVENUES

The OpenTV Video Platform includes a smart browser-based console for fine-tuning of promotions and monetization. EPlus Broadband will utilize this to build their solution into an innovative, consumer-focused offering that takes full advantage of their fiber-to-the-premises network. The platform eliminates most of the friction of deployment because it requires only an operator's channel list and logo to get up and running. That means EPlus Broadband, with NAGRA and Harmonic, can replicate the solution and resell it to other operators of municipals, electric co-ops, and rural Telcos, who can also then avail themselves of the same benefits.



NAGRA Kudelski is the world leader in the development and delivery of state-of-the-art technologies to secure the revenues of content owners and service providers for digital television and interactive applications across all network types.