



MODERN tv

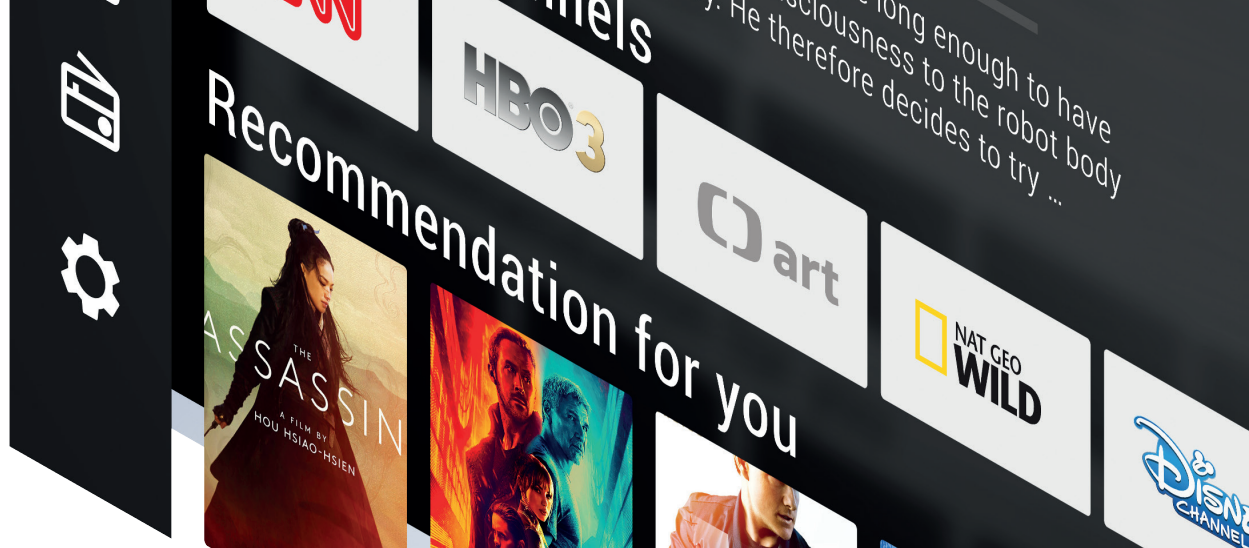
The smart way forward!
End-to-End IPTV/OTT solution



MODERN **tv**

Table of contents

Easy to manage and fast to deploy	02
Our knowledge, your success	03
How it works	03
Supported platforms	06
What about funding	07
References	08
Solution overview	09
ModernTV deployments around the world	11



Easy to manage and fast to deploy

ModernTV IPTV/OTT solution has been chosen by many ISPs and cable TV operators around the world to power their IPTV/OTT offering. The in-house developed back-end as well as front-end amount to easily scalable, high-quality products. The scalability, fast deployment, and the whole solution designed and delivered by one supplier make it easier for newcomers to launch their own IPTV/OTT service while the robustness of the solution makes it a perfect fit for operators of all sizes.

ModernTV IPTV/OTT in-house developed software solution is enabling operators to transcode, package, store, and distribute their live or VOD content through the vast majority of existing devices to reach their subscribers.

The company is located in the southeast part of the Czech Republic in the city of Brno and its abundance of young IT talents and establishment of close strategic partnerships with strong and geographically well-situated industry brands has helped ModernTV to grow from a regional technology provider to a worldwide known brand with customers from Peru, Mexico, Sweden, and Uganda to name a few.

Our goal is to provide you with a top-quality platform that will help you retain existing and engage new subscribers. The fact that we are closely cooperating with our customers, listening to them and their subscribers is helping us to understand the exact needs and requirements of the market. This gives us an unquestionable edge over the competitors while enriching our platform with features desired not only by providers but also by subscribers.

The biggest part of the ModernTV team are developers who are working in the Scrum teams. The Scrum process is based on iterative cycles called Sprints which are 2 weeks long in our case. Thanks to this approach, our development is agile and can quickly react to the market needs and requirements. Our solution is always enriched by new features and frequent updates.

Internet Service Providers, Cable companies, or Telecommunication operators as well as content owners and system integrators can benefit from either a single or a multi-tenant option of the solution.

Our knowledge, your success

Becoming an mProvider means you wouldn't get the platform only but also all the other ingredients

to make a perfect product. You will get:

- **End-to-End IPTV/OTT solution.**
- **Your own DRM (Digital Rights Management system) included in the platform package.**
- **Multi-tenancy helps you to grow your business by connecting other ISPs.**
- **Shared knowledge and experience we gained from helping our sister company to set up and settle on the Czech market.**
- **Deployment, installation, and maintenance.**
- **Experienced five-star B2B support team.**
- **Technical and support training for your specialists.**
- **How to make a marketing strategy.**
- **How to negotiate with programmers.**
- **How to set a pricing structure and TV packages.**
- **Competitive feature advantages and pricing.**

How it works

First steps 01

Before your start as an mProvider, we will sit together and assess the project timeline, contract conditions, investment cost, how to obtain content rights (if you do not have them already), etc. We will define your needs, name challenges, choose a pricing model, and whatever else is needed.

Offer (HW and SW) 03

Together with picking the right pricing model, you will receive an offer on the HW as well as ModernTV SW platform together with SLA.

Recommended server requirements will be based on the number of expected subscribers, the total number of channels, and their qualities. SW platform offer will reflect the number of supported platforms/apps and chosen pricing model. Now the ball is on your side to make a final choice.

02

Picking the right pricing model

ModernTV is offering two pricing models which differ significantly concerning the upfront cost. We will help you to pick the right one according to your needs, forecast of growth, cash flow, and other indicators. Additionally, we will help you with designing end-user subscription prices for your new services.

In this step, you pick what user devices and applications will be supported within your offering, you choose user applications branding type and SLA level.

Content rights 04

The most crucial part of the whole process. To be able to provide TV services within your country and/or beyond, you need content rights for all TV channels, radio channels, and VODs content you plan to provide to your customers. Obtaining rights can be a time-demanding process so our advice is to start as soon as possible. We can help you engage content rights providers, discuss general price levels related to required rights, assist with filling content rights questionnaires, and assess the contract conditions.

Service deployment 06

Once the servers are delivered and installed in their housing, ModernTV SW platform installation can take up to one week. We will take care of adding channels, transcoding settings, setting up profiles in every quality the channels will be available in, putting TV packages together, setting up the EPG, TV tips, VOD library to name a few. The whole platform is up and running within this timeframe.

05 HW delivery and installation

ModernTV runs on standard commodity servers. We will deliver the servers together with our platform or you can order the HW directly from resellers in your country. To speed up the SW installation, it is better to use the recommended servers. Server delivery can take about a month following manufacturer lead times. When waiting for servers to be delivered, we start the branding process of the chosen applications and approval process within particular app stores like Google Play, Apple Store, Amazon Appstore, Huawei Store, etc.

07 Marketing strategy

We have already done it several times in markets all around the world. After some research, we have determined what works and what does not. Now we are ready to share the best marketing practices suitable for every budget. We work with large and small ISPs and cable TV operators alike. Sharing our insights on subscription models with you will help you choose the one best suited to your specific business needs.

Pre-live phase, SLA starts running accompanied by technical support

08

Now servers with the ModernTV platform are up and running. SLA starts to run and our technical support is available according to the SLA level chosen. You get the highest SLA level in the pre-live phase of the contract so the service start is smooth and without complications. On top of that, our support team will be sharing best practices, tips, and tricks so you will get used to our platform and will gain additional knowledge.

Training

10

The pre-live phase is the right time to provide you with extensive training on our platform. We will guide you through the system setup and the whole process. We will show you how to set channels' qualities you want to provide, how to set timeshift, how to set nPVR, how to add a VOD library, how to design TV packages, how to set prices, and much more.

Updates & upgrades

12

Every year your ModernTV platform installation will be updated with new features we developed. On top of that, you can purchase new apps and widen your offering. We are adding new platforms and enriching our apps to today's trends. Actually, we are creating trends.

9

Service testing

Testing is an important part of the setup process. We will test if the platform and apps are running smoothly and test everything from the backend to the frontend. This includes system stability check, DRM check, load balancing check, CDNs check, language mutation check together with translation check to be sure everything is translated within the platform, home screen display check on all supported devices, TV tips setup check, EPG display check on all devices, correct posters display check, user tests of all supported platforms where the service will be available, to name a few.

11

Live operation

Now the best phase of the whole process starts. First subscribers, first income from the new service! You can gather feedback on the platform from early adopters for future improvements. Our cooperation doesn't end here. We are available and open for your custom requirements and platform enrichment tips.

Supported platforms

SmartTV

- LG/Samsung/AndroidTV

Set-Top Box

- Android TV (Operator Tier)
- AppleTV, Linux, AOSP
- Hybrid - DVB-T/T2, DVB-C

Web Browser

We support the vast majority of common browsers on Windows, MacOS and Linux operating systems.

Chromecast

All devices that allow streaming of video using Chromecast technology.

Mobile device

- iOS version 10.0 and higher
- WatchOS 6.2. and higher.
- Android devices from version 4.1
- Huawei and Honor devices
- Windows Phone 8 and later.



What about funding

mProvider franchise scheme has two pricing options you can choose from. The main difference is the total upfront cost you need to invest before your IPTV/OTT offering goes live. Within the CAPEX option, you pay all the costs related to the platform and the subscribers fees in one payment and there are no other future costs besides the SLA.

Within the OPEX option, you pay a lower upfront cost as the platform license price is lower. Talking about subscribers, you don't have to pay for subscribers in bulk but a monthly fee according to the number of active subscribers. In this scheme, you pay a fee every month besides the SLA.

	CAPEX scheme	OPEX scheme
ModernTV platform	One time cost	One time cost
Users amount	One time cost	Subscription-based (monthly)
SLA	Subscription-based (yearly)	Subscription-based (monthly)
Total upfront cost	Higher	Lower

SLA levels

ModernTV is offering 3 SLA levels you can choose from.

	Tech. support + bug fixing	Upgrades	Monitoring
Mandatory SLA	YES	NO	NO
Standard SLA	YES	YES	Passive
Advanced SLA	YES	YES	Active

References

We are here to help you no matter your size. As we are on the market some time already, we have references from all around the world from small, medium and large customers.



- **4th biggest IPTV/OTT operator in the Czech Republic**

- Broadcasting within their own and partner's networks + OTT
- Using our DRM system

- **180 000 users**

- **using multi-tenant solution**

- **700+** connected ISP and Cable TV operator partners
- **20 partners** with their own branding
- **200 CDNs** within the country to save the bandwidth

- **providing a wide range of platforms**

- web, mobile, tablet
- STB (own AOSP + AndroidTV STBs)
- Smart TVs (AndroidTV, LG)
- Smart TV, Samsung Smart TV)
- Google Chromecast, FireTV stick, nVidia Shield

- **Leading regional operator in Brazil**

- Broadcasting within their own and partner's networks
- Large VOD library of 1000+ movies
- Using our own mDRM system

- **35 000 users**

- **using multi-tenant solution**

- **12** connected ISP and Cable TV operator partners
- **7 partners** with their own branding
- **8 CDNs** within the country to save the bandwidth

- **providing a wide range of platforms**

- Using most of the platforms supported by ModernTV

- **The rising star on the Polish market**

- Broadcasting within their own and partner's networks
- Using a partner's DRM system

- **15 000 users**

- **using multi-tenant solution**

- **80+** connected ISP and Cable TV operator partners
- **3 partners** with their own branding
- **40 CDNs** within the country to save the bandwidth

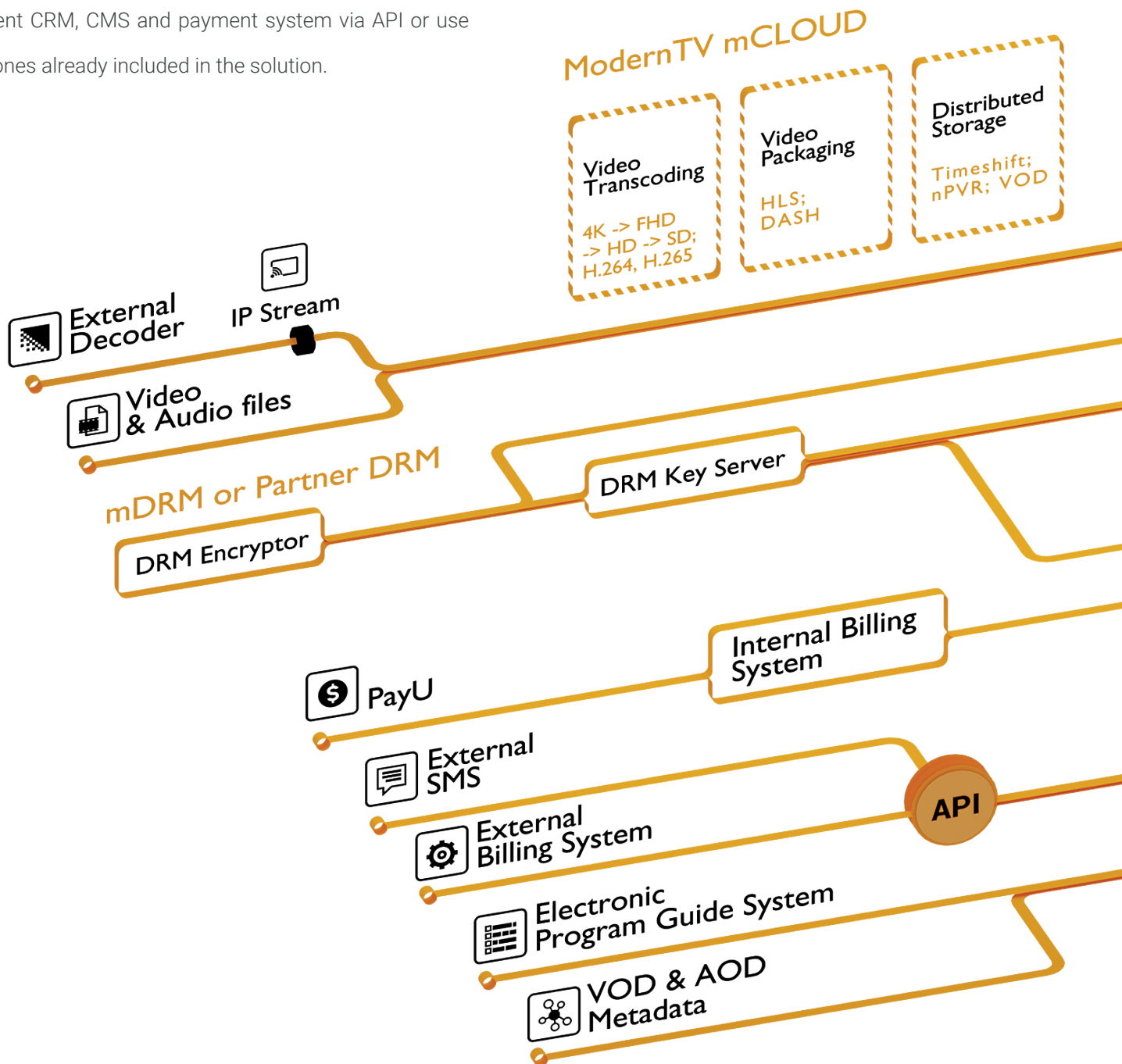
- **providing a wide range of platforms**

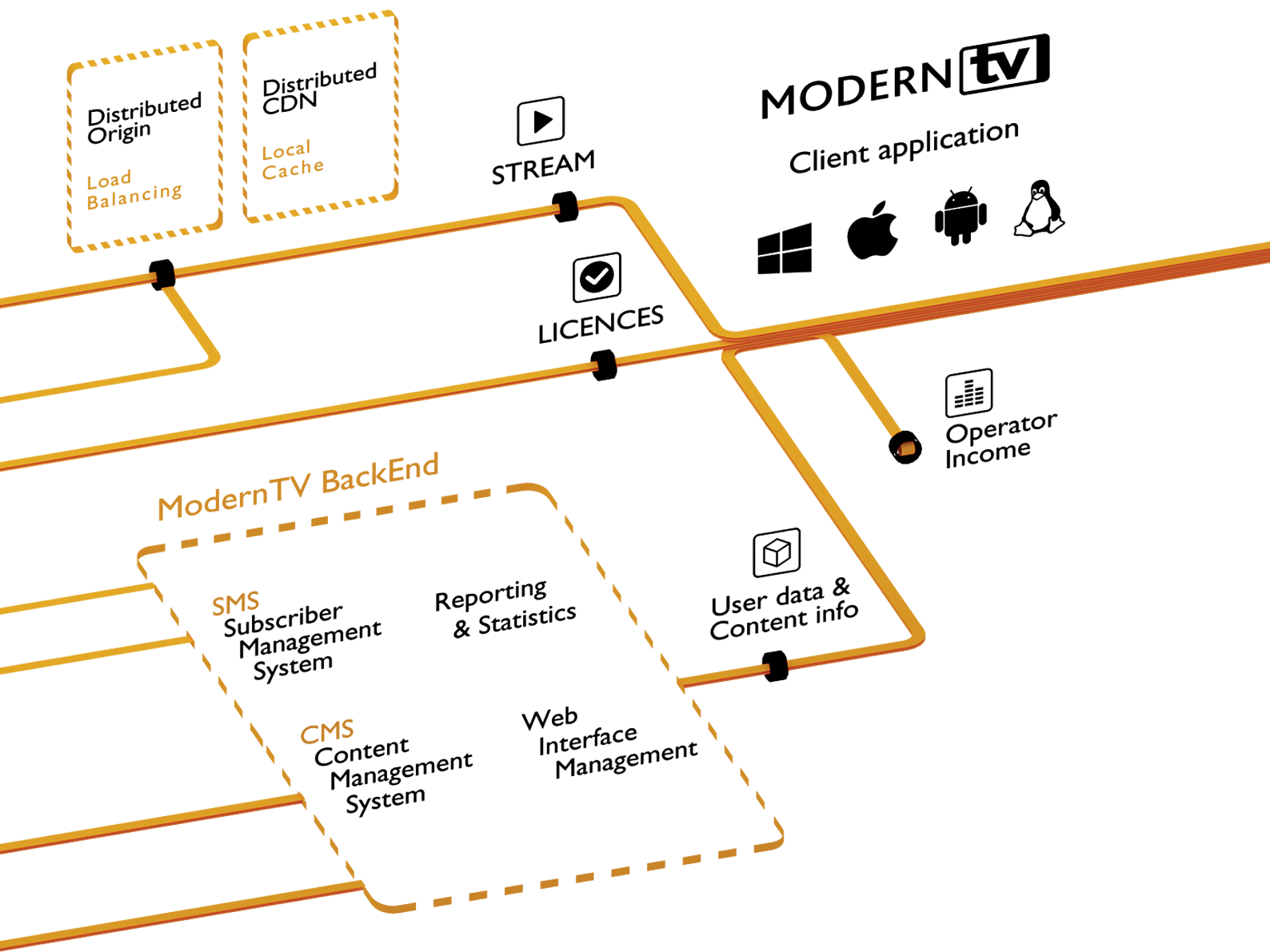
- Using all platforms supported by ModernTV

Solution overview

ModernTV solution brings you an End-to-End platform including high back-end flexibility. You can create your own video profiles, benefit from the on the fly encryption while saving your storage capacity, easily scale the platform according to your needs and growth, connect your current CRM, CMS and payment system via API or use the ones already included in the solution.

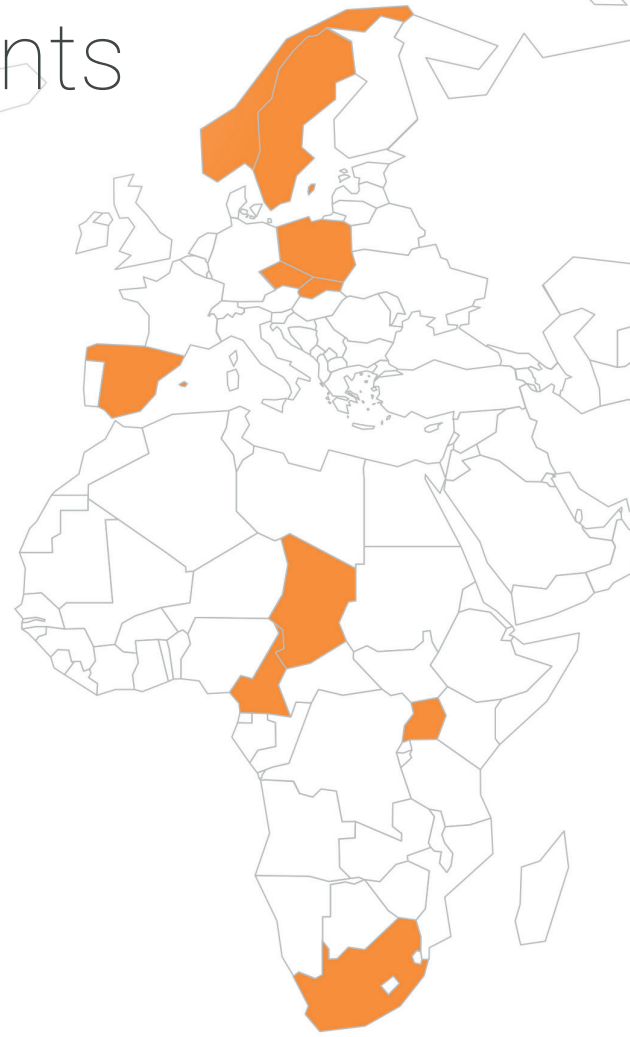
Flexibility comes with the front-end as well. It's up to you if you deploy applications for all the supported devices at the start or add them as your subscriber base grows.





Scalable, reliable, robust, progressive.
That's ModernTV.

ModernTV deployments around the world



Proof of Concept

Discover all possibilities of streaming your video content to end-users before infrastructure investment. Try all our supported functionalities including backend administration, transcoding mechanism, user and content management, system reaction, data reports, and application interface in one place. Add your own video content or use our demo data. PoC is designed for internal testing purposes and lets you become familiar with all the features of the system before acquiring it for production.

Contact us for detailed device specifications. Our team helps you install our IPTV solution to guarantee the best experience.



**For more information
and pricing, please contact us.**

sales@moderntv.eu

ModernTV

U vodárny 3032/2A
Brno 616 00
Czech Republic

Email: sales@moderntv.eu

Follow us



www.moderntv.eu

