nangu TV

Guiding O2 towards a new generation of internet TV

and strenghtening O2's position as the Czech IPTV market leader

OUR TASK

INTEGRATE A PLATFORM THAT WILL ENABLE NEW FEATURES TO BOOST GROWTH OF O2 TV

O2 was the pioneer of IPTV in the Czech Republic. As a result, the company has become the clear IPTV market leader.

However, in 2012 they faced subscriber base stagnation mainly due to the inability of their former platform to offer customers the latest features. That required major changes both in the technology and the overall strategy of the company.

When looking for the provider of a new platform, O2 Czech Republic decided not to use a centralized corporate solution that – given the specifics of the market – was too cost-intensive.

Moreover, they wanted to have more control over platform development and future adjustments. This is exactly what the nangu.TV solution has enabled.

A key challenge for nangu.TV was to seamlessly switch to a new platform, prepare it for future growth in the subscriber base, and implement brand-new functionalities.

317% growth

in the subscriber base after switching to the nangu.TV platform (2013)

381,000

O2 TV tariff customers (June 2019), and increasing every day

600 Gbps

record streaming data flow on the nangu.TV platform operated by O2 during the 2018 Winter Olympic Games

More than 900,000

active accesses to O2 TV (June 2019)

HOW WE MADE O2 STRONGER

MASSIVE SAVINGS THROUGH SEAMLESS INTEGRATION OF THE ORIGINAL SET-TOP BOXES

Instead proposing the costly replacement of the 140,000 set-top boxes used by O2 customers in 2013, we integrated them into the nangu.TV platform. For customers the switch was absolutely seamless, without any service interruption. A cost savings worth millions of euros.

REDUCING OPERATING COSTS BY DEVELOPING A CONTENT DELIVERY NETWORK

Together with O2, we cooperated in developing a CDN that prepared O2 for the necessary growth of their service. The CDN reduced the amount of data flows on the backbone networks, thus leading to significant operational savings worth millions of euros.

OPENING NEW BUSINESS OPPORTUNITIES

The flexibility of the nangu.TV solution allows O2 to create virtual ISPs on the platform with separate billing. O2 Czech Republic also runs the IPTV service for O2 Slovakia, and since 2015 it has provided streaming services for the country's public service television network.

ENABLING CUSTOMIZATION THROUGH AN API-DRIVEN PLATFORM

The platform enables O2 to easily integrate third--party applications. In this case we helped integrate the application O2 had developed before moving to the nangu.TV platform. We provided the SDK to make integration smooth.

NANGU.TV PLATFORM IN THE SERVICE OF THE CZECH IPTV MARKET LEADER

SWITCHING TO STATE-OF-THE ART TECHNOLOGY

Since 2012 nangu.TV has gradually transformed the platform to meet the latest standards, which include:

- Integrating various types of set-top boxes (after integrating the original 140,000 ADB STBs nangu.TV integrated the advanced EKT STBs and later also the new generation of EKT STBs)
- Launching the OTT service
- Adding new functionalities, such as 7-day time shift, pause TV etc.
- Supporting O2 in building a CDN that reduces data flows
- Developing the platform so that it could support Samsung TV, Android TV as well as Apple TV

FULL FLEXIBILITY MAKES INTEGRATING NEW APPLICATIONS AND LIBRARIES EASY

The platform is designed to smoothly integrate third party applications. This allowed O2 to delegate the development of their mobile and PC applications to another supplier. The same is true for third-party libraries, which meant it was simple for O2 to integrate eight special libraries, including the popular HBO OD.

AN EXCLUSIVE UI & FEATURES THAT ARE UNIQUE WORLDWIDE

We participated in developing a complex UI of the set-top box application, and then brought it to life. The tailor-made application reflects O2's specific demands and makes O2 TV distinctive at first glance.

High platform performance for the most attractive sports content in the country

The nangu.TV platform supports O2's business strategy to focus on premium sports content, such as by boosting capacity to handle streaming peaks. O2 TV offers live streams of the UEFA Champions League, Premier League, and WTA, having exclusive broadcasting rights on their matches in the Czech Republic.

Multidimensional TV: custom developed to make sports fans' dreams come true

This unique feature, exclusively developed for O2 TV, allows viewers to simultaneously watch up to eight sports events which they can switch between. Moreover, for particular matches, it also allows you to switch between cameras at different angles so you can literally become the director of the live stream.

CAN WE DO SOMETHING FOR YOU?
CONTACT US

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nangu.TV is a leading media platform provider based in the Czech Republic with a global reach. Offering highly innovative and comprehensive IPTV and OTT platform solution with very latest in Live TV, Video on Demand and non-linear TV value added services, content is seamlessly delivered to the full range of end devices, including state--of-the-art set-top boxes, smart phones, tablets, PC browsers and smart TVs. Working within an open environment for application development, brand new nangu.TV-designed applications offer advanced and inventive functionalities that work to boost social TV interaction as well as advertising revenues.