

Cable Operators: get all the benefits of digitalization with VirtualCDN

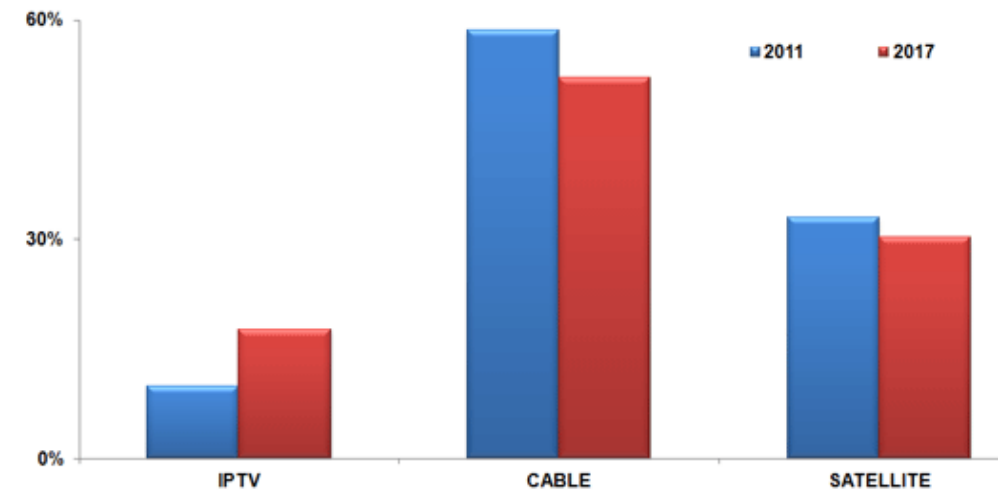
Expand IPTV to Hybrid TV with Time-Shift, DVR, Catch-Up optimizing CAPEX
Create multiple-play personalized offerings to meet consumers demand
Launch new video services minimizing Time-to-Market

Telecom Operators * Content Providers * Cable Operators * Broadcasters

Rapid changes of competitive environment

- The growth of video traffic and technologies transformation drives changes of user video experience and expectations. It forces the digital communication and distribution industry to embrace and converge new technologies and diverse their business to fit the changing landscape.
- Cable operators are under pressure of Telco which has been successfully diversifying the business providing the subscribers with highly demanded IPTV and OTT services. Consolidation trend has been growing involving Cable operators being integrated in Telco infrastructure to optimize costs and drives cross-selling.
- The vertical consolidation of the entertaining and media industry makes Cable operators the target to buy and integrate into the whole chain of content production and delivery to boost business performance and profitability.
- Broadband speeds growth brings advantage to OTT players in delivering high quality of video competing successfully with pay-TV operators.
- Cable operators used to do well with traditional business as fixed television, telephony and broadband Internet. Now it's time to provide the users with expected range of video services, personalization, excellent QoS.

US Pay-TV Subscription Market Share, %



Source: Parks Associates, <https://ipcarrier.blogspot.ru/2012/10/telco-video-share-will-nearly-double-by.html>

**DIVERSIFY YOUR BUSINESS TO FIT
THE CHANGING VIDEO LANDSCAPE**

New opportunities for Cable Operators

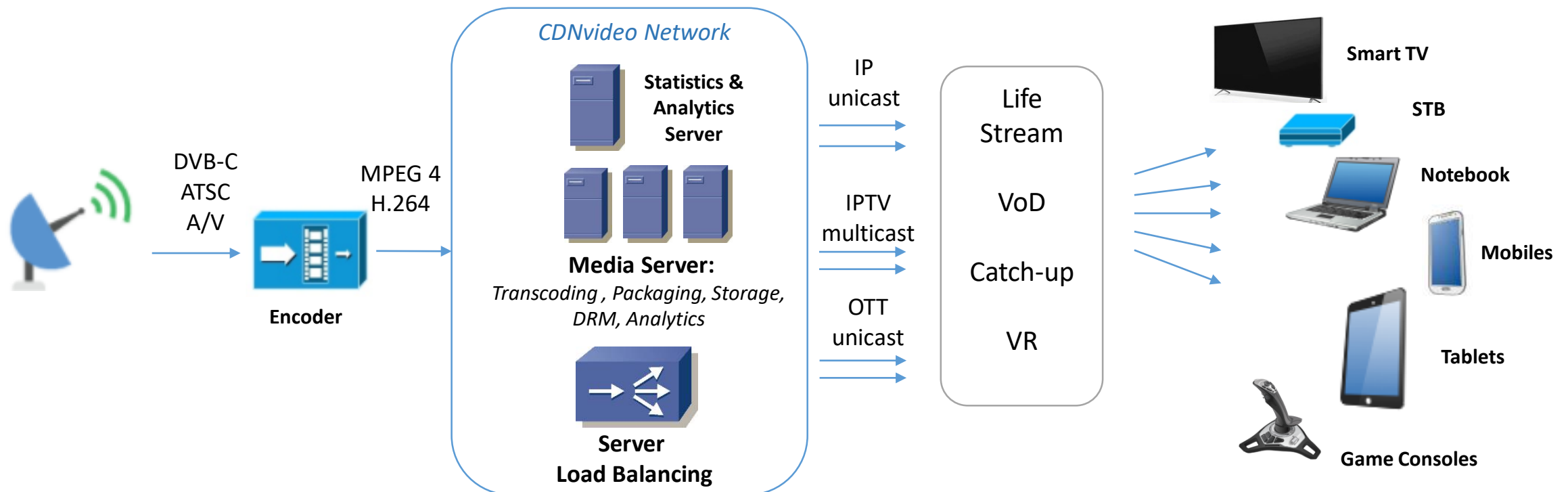
To fit the changing digital communication environment cable operators need to develop and implement new strategy to satisfy the users with new level of experience and engagement:

- Deliver personalized engaging multiscreen content on «anytime, anywhere» basis
- To satisfy the demands of the next big consumer segment – Millennials – who prefer second screen experience
- Provide range of business models and flexible pricing
- To prepare network for increasing generation of connected devices (wearables, in-home entertainment, connected home devices)
- Widen range of offers from triple play (fixed television, telephony and broadband Internet) to multiple play offers (with wireless and other services) due to technological convergence and developing new markets.



vCDN benefits for Cable Operators

- Provide the users with 4K and Ultra HD video ensuring high quality of delivery
- Increase subscriber base offering OTT for cord-cutters, improve loyalty and reduce churn
- Improve profitability reducing costs of network upgrades, growing revenue implementing new advertising and engaging services (Ad Injection, Virtual Commentator)
- Resell CDN services to content providers
- Enrich user behavior knowledge with detailed video consumption statistics and profound analytics



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gorod@cdnvideo.com

+7 (916) 990 01 20

telegram: @ygorodetsky

converge@cdnvideo.com

<https://converge.cdnvideo.com/>