



## Case Study



### Sezmi and Grupo Salinas Delivering Latin America's First Hybrid, Multi-Screen Television Services

Sezmi and Grupo Salinas, one of Mexico's leading television, communications, financial and banking companies, are deploying four new next-generation television offerings in Mexico based on Sezmi's hybrid multi-screen television platform.



#### Background

Grupo Salinas has been aggressively courting new high-speed and mobile subscribers away from Mexico's dominant players. Salinas needed a partner to provide a single platform that all of the Grupo Salinas video companies can use regardless of the unique market needs they serve: home, mobile or OT.

#### Goal

Grupo Salinas wants each of their video companies to be able to launch distinctly branded user interface and service offerings – all while leveraging the personalized product experience, common content operations and infrastructure of the Sezmi hybrid television platform. This includes:

- Upgrade current basic IPTV service to a higher quality experience
- Deliver mobile video without requiring separate infrastructure

#### Sezmi solution

Sezmi's solution includes:

- A single platform to support multiple businesses
  - Home TV
  - Mobile TV
  - OTT subscription service
- Sezmi's personalized experience that seamlessly combines TV, movie, and Internet content into one viewing experience.
- Managed service for VOD operations
- Sezmi's platform which will enable hybrid TV offerings in new markets

#### Service provider benefits

Benefits to Grupo Salinas include:

- The most advanced and extensible television offerings in the Mexican market including home TV, mobile TV and video-on-demand (VOD)
- A unified architecture that enables Grupo Salinas to launch multiple differentiated services for their properties TV Azteca, Unefon and Iusacell
- Latin America's first move toward hybrid television that delivers personalized experiences to the home and mobile devices
- Faster time to market: market launch within 6 months
- Dramatically lower deployment costs
- Unified platform reduces operating costs



## Case Study



### Sezmi and YTL Deploying Wireless Hybrid TV Platform as Part of the World's First Nationwide Wireless Quad-Play Service

Sezmi and YTL Communications, the Internet arm of YTL Corporation, Malaysia's leading utilities and infrastructure company, are deploying Asia's first converged intelligent TV and Internet service, which will provide wireless delivery of all consumer entertainment and communications services to homes and mobile devices in Malaysia.



#### Background

YTL was launching a 4G mobile voice and Internet service in Malaysia. But YTL's vision was to go beyond voice and internet and deliver a fully converged wireless quadruple-play service—including live TV, on-demand movies and shows, and Internet videos. YTL needed a turn-key hybrid TV solution that takes advantage of broadcast and its 4G network to deliver an all-in-one personalized integrated TV experience to multi-screen devices.

#### Goal

YTL's goal is to be able to deliver an integrated media experience to both the home and mobile devices using hybrid technology that takes advantage of bandwidth distribution according to consumer demands without overburdening their 4G network.

#### Sezmi solution

Sezmi is designing and managing the build-out of the digital TV network, as well as providing the platform and professional services needed to deploy the required technologies and systems. Sezmi's solution includes:

- Building, operating and transferring Sezmi TV service including
  - Live television
  - On Demand movies and shows
  - Internet video
- Hybrid TV network utilizing DVB-T2 and 4G (WiMax)
- Designing and managing the nationwide deployment of the Digital Terrestrial TV network
- Providing extensive technical and managerial support including content licensing and marketing

#### Service provider benefits

Benefits to YTL include:

- A complete video service delivered over an all wireless network (DVB-T2 and 4G)
- The world's first all wireless quad-play service
- The region's first conversion to digital TV
- A nationwide TV service coverage at a fraction of the cost of a land line or satellite TV network