

# Combine the Best of Broadcast TV, OTT Content, and Advanced Services

The good news for pay TV service providers is that consumer demand for video content is on the rise. With that said, OTT and direct-to-consumer (DTC) providers have stepped up to meet this demand by offering innovative streaming services with outstanding user experiences. As a result, pay TV providers face even greater challenges to retain customers and keep ARPU levels up. In order to remain competitive in today's content-saturated environment, you need to provide global, regional, and even local OTT content as well as advanced services. Now there is a way for you to merge all of that into a single compelling offering that's easy to manage. We call it blended TV.

## Make your Offering Contemporary and Competitive

Bringing together the best of broadcast and OTT content with advanced cloud-based services, our blended TV offering empowers you to add value and flexibility to your service.

You'll be able to push premium programming to your subscribers, while they can pull their favorite niche and regional/local OTT content. You can also seamlessly integrate cloud DVR, catch-up TV, federated search, voice control, and other services into your platform. As a result, your subscribers will enjoy a broader, more attractive user experience on their TVs and unmanaged devices, both in and beyond the home.

Operators around the globe are already turning to Synamedia to deliver a blended TV experience. We offer two migration options to best address your priorities:

- Extend your existing broadcast system with additional connected services
- Fully transform your service to a multi-screen cloud experience

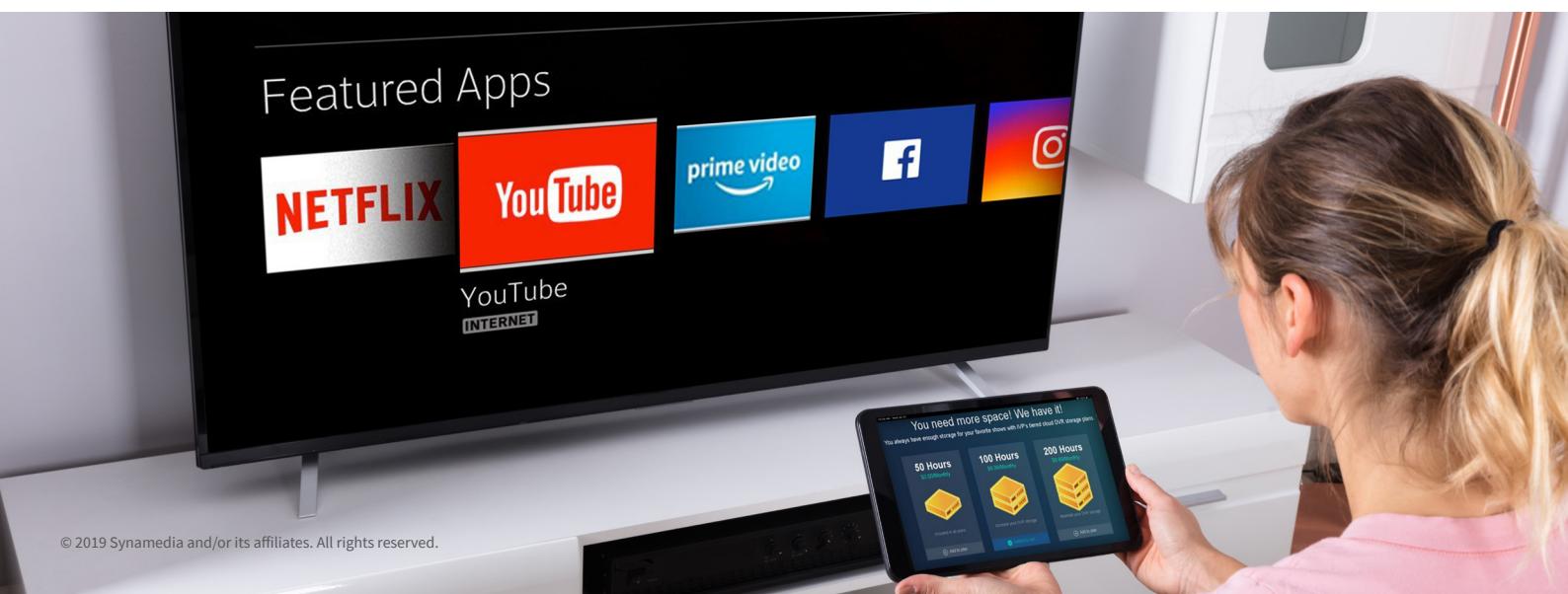
The only offering featuring single-chair management of both broadcast and advanced cloud-based systems,

blended TV ensures that you can easily maintain operational stability while minimizing costs.

Blended TV also guarantees that your business is future-ready. Should you initially opt for an extended service offering and move to an all-IP cloud-based platform down the road, you'll enjoy a smooth, gradual and cost-efficient migration path.

## Highlights

- Integrates broadcast content with OTT content and cloud-based services
- Ensures cost-effective continuity with single-chair management
- Presents multiple monetization options through a rich feature set
- Provides a smooth migration path to an all-IP infrastructure



## BROADCAST      BLENDED TV      OTT



## Features and Benefits



### Deliver OTT content

- Aggregate must-have global, regional and local OTT content to reduce churn
- Enhance your content catalogue to increase subscriber profitability
- Extend your reach across all devices to enable on-the-go viewing



### Provide advanced cloud-based services

- Offer cloud DVR, catch-up TV, and live-stream VOD to increase user flexibility
- Provide diverse SP-, user- and social traffic-driven recommendations as well as voice control to raise ARPU and improve content discovery
- Feature federated network-OTT search to simplify navigation of your expanded content library
- Deliver an integrated UI with transparent access to all of your content sources to improve UX



### Ensure operational continuity under single-chair management

- Seamlessly integrate cloud and legacy services to facilitate operations
- Provide single, comprehensive billing and provisioning across all services and devices to lower operational costs
- Maintain broadcast and streaming security to deliver cross-the-board service protection

## About Synamedia Video Platforms

Synamedia is the number one provider of video platform and delivery solutions for satellite, cable, and telco pay TV service providers. With Synamedia, operators can process, secure, distribute, and monetize premium video experiences across new and legacy devices to capture a greater share of the consumer video wallet. Leveraging proven platforms and 30 years of experience, Synamedia enables operators to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

## Next Steps

Learn more about [Synamedia's Video Platform portfolio](#).

For more information, [contact us](#).