

Leverage the Latest in Broadcast and IP Innovation to Boost Profitability

New technologies. New services. New content consumption patterns.

Pay TV operators worldwide need to address these and other new developments to stay competitive in today's dynamic and disruptive video landscape. At a minimum, you must deliver personalized services to satisfy growing consumer appetite for premium content. And if you operate in fast-transitioning markets with new OTT entrants, consumer demands are even higher. To meet them, you need to deliver not only state-of-the-art broadcast capabilities and services such as 4K and VOD, but also new hybrid experiences like OTT and time-shift TV. Fortunately, you don't need a full system overhaul to keep up with this rapid pace of change. You need the latest enhancements now available on Synamedia's Foundation platform.

Upgrade your Ecosystem at your Own Pace

Foundation is Synamedia's end-to-end, one-way video distribution platform. It enables you to offer diverse in-home experiences – from basic live TV, through whole home DVR, to OTT applications – across a range of managed and IP devices as well as service tiers.

Ensuring operational continuity and stability regardless of configuration, Foundation now incorporates Synamedia's broadcast Evo and hybrid EvoConnect client middleware to keep you ahead of the market.

With Evo, you can provide personalized, recommended TV services that enhance your customers' broadcast experiences while maximizing your content and advertisement value.

With EvoConnect, you can add new cloud services to the mix by offering cutting-edge global/regional OTT, cloud DVR, federated search, and other IP experiences to derive greater revenue from high-value subscribers.

Because Foundation is a modular solution, you can upgrade your ecosystem at your own pace. Add advanced IP and third-party OTT services when you see fit, while limiting the impact on your headend or third-party OTT platforms. Support two-way features and other premium hybrid experiences without fully migrating to the cloud. And if you want to transition to an all-IP infrastructure any stage down the road, Foundation will accompany you throughout the journey.

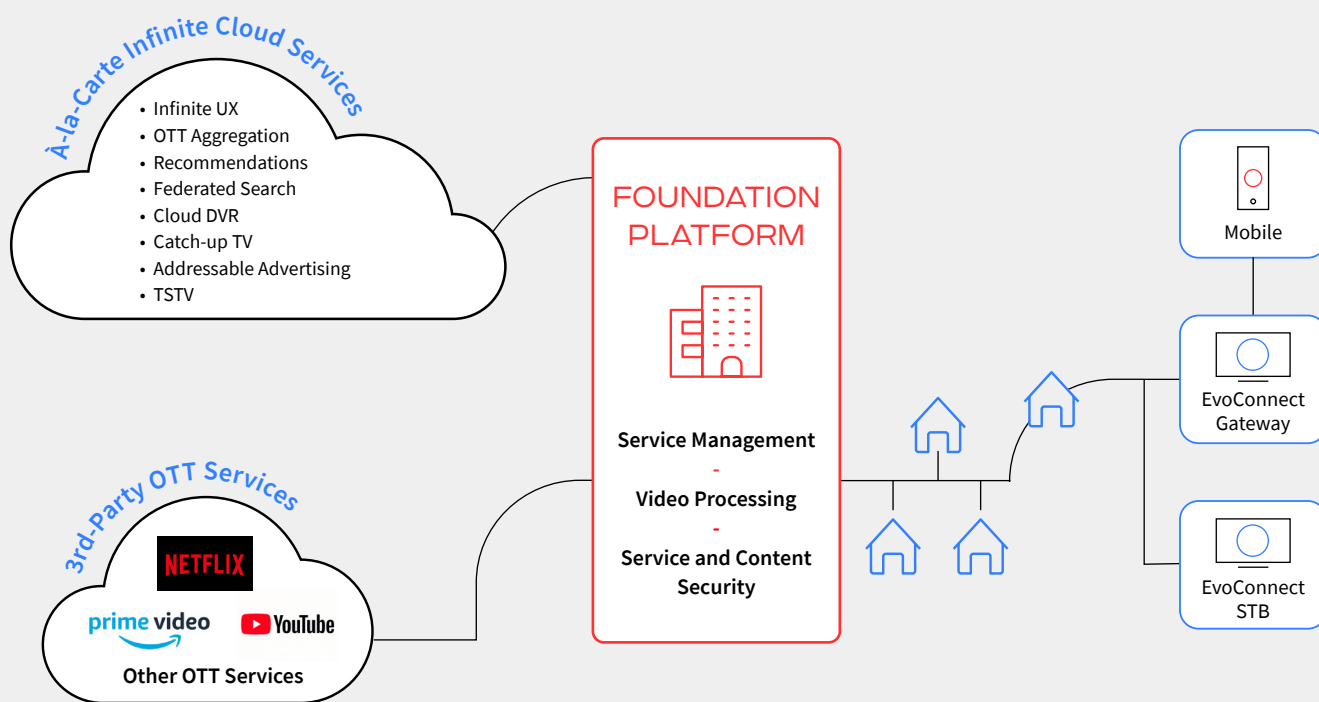
Deployed by over 40 pay TV services worldwide, Foundation brings together decades of video platform experience to continue providing a win-win for your

subscribers and organization. Your subscribers can take advantage of the latest in broadcast and hybrid innovation. And you can deliver premium hybrid experiences that strengthen their loyalty to your service and boost profitability.

Highlights

- Allows you to seamlessly introduce personalized broadcast and hybrid services and experiences
- Enables incremental platform spend according to local market conditions
- Available as a cloud, on-prem, or fully managed service
- Ensures secure, risk-free upgrade and stability
- Maintains your operational continuity and stability





Features and Benefits



Offer broadcast and hybrid in-home experiences

- Deliver personalized services across managed devices to meet growing content demand
- Administer familiar operating model to facilitate delivery across home network and consumer footprint
- Bundle live TV and on-demand services alongside OTT brands to increase your revenues



Grow at your own pace while protecting your investment

- Manage incremental platform spend to align with your expected service revenues
- Add broadcast or hybrid middleware to meet your particular market conditions
- Apply current security protections to ensure risk-free upgrade



Maintain operational continuity

- Enrich viewer experiences without disruption to preserve consumer confidence
- Cement your position as sole premium entertainment source for subscribers in order to minimize churn
- Deliver stable service with no costly outages to keep your expenses at bay

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, you 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 you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

Next Steps

To learn more about Synamedia's video platform portfolio, please visit [here](#).

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