

How Vodafone added  
Giga TV hybrid and  
OTT services through  
a single, cloud-based  
platform



## Business Objective

To provide a cloud video service enabling subscribers to access a vast array of channels and VOD offers via a TV set-top box, smartphone or tablet application.







## Solution

Infinite Platform, a fully-managed, multi-screen cloud-based service supporting OTT and cable/IP hybrid pay TV services.



## Outcome

-  Transforms Vodafone's network to cloud services
-  Combines conventional TV and new video services through a personalized user experience across all screens
-  Customers can enjoy a premium, cloud-based video service with improved functionality, quality and content access at home and on the go
-  Provides more intuitive content discovery, personalized recommendations, smart search, voice control, and UHD content