



How yes Introduced Low-Cost, Premium Experiences Across Multiple Screens



Business Objective

- **Sting TV:** To provide a stand-alone, skinny bundle two-way service offering subscribers premium experiences without breaking the bank.
- **yes GO:** To deliver to premium DTH customers a TV Everywhere VOD-only add-on with high quality of experience, without increasing OPEX.



Solution

Infinite Platform, a secure cloud-based platform enabling multiscreen experiences with full time-shift TV capabilities.



What yes Said...

“The response to yes GO has been even better than we hoped. Even in a relatively small market, with some unique business and technical requirements, we’ve been able to create a state-of-the-art experience for our subscribers.”

Itzhak Elyakim, Vice President of Engineering and CTO



Outcome



Delivers one unified service with linear, VOD, catch-up TV, and cloud DVR over a new UX on any device



Enables yes to leverage hosted managed SaaS for faster time to market and simplified operations



Boosts recurring revenues while generating new revenues and increasing yes' market share



Unifies Sting TV and yes GO platforms to drastically reduce OPEX