

Leverage Android TV to Customize and Control the Subscriber Experience

In a market with more video entertainment choices than ever, it takes more than just price to keep subscribers loyal to your pay TV platform. You also need to focus on the lifetime value of your customer base, both today and tomorrow, by offering robust and flexible user experiences. That means introducing agile, innovative devices beyond the traditional STB, and then maintaining control over those experiences. That's why you need Synamedia's Android TV Operator Tier.

More Agility and Flexibility for your Infinite Platform

Synamedia's Android TV Operator Tier brings Android TV to your Infinite platform. Suitable for OTT or hybrid broadcast/OTT services, the solution enables you to develop, test and support new features so you can keep pace with the rapidly-evolving video landscape.

Now you can tailor your platform, taking control of your service's look and feel – from customized boot-up screens, through the set-up experience, to content curation. It's easy to integrate DVR, video-on-demand content, and third-party apps such as Netflix and YouTube so you can deliver new, rich user experiences. And by supporting multiple profiles on the same device, Android TV Operator

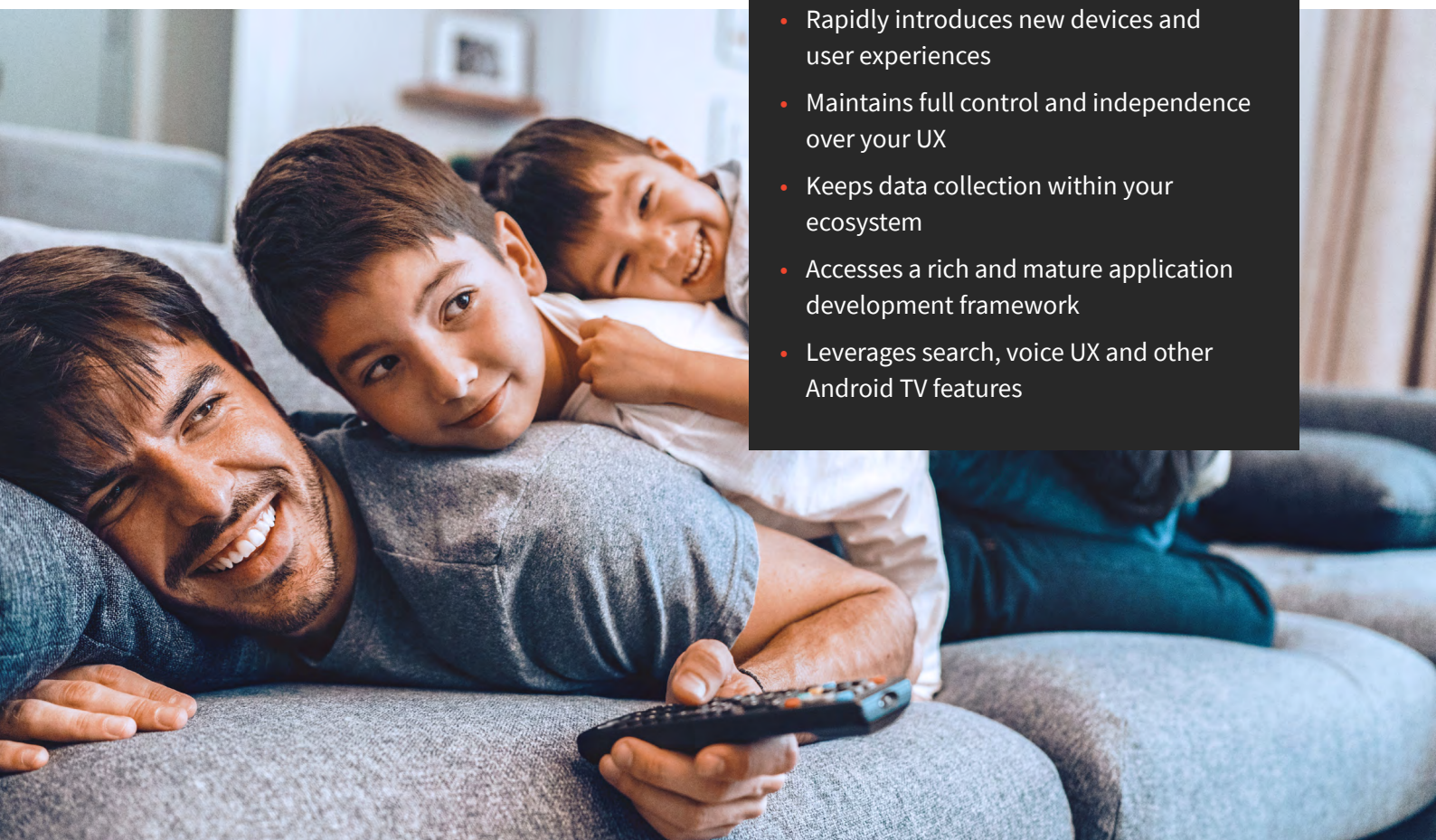
Tier lets you offer personalized recommendations to each user while collecting individualized data.

Seize the Opportunity

Android TV Operator Tier opens the door to the world's leading app and developer ecosystem, empowering you to launch innovative services rapidly and cost-efficiently. With full control over hardware, technology and the UX, you can take your Infinite platform, and your subscribers' satisfaction, to the next level.

Highlights

- Rapidly introduces new devices and user experiences
- Maintains full control and independence over your UX
- Keeps data collection within your ecosystem
- Accesses a rich and mature application development framework
- Leverages search, voice UX and other Android TV features





Features and Benefits



Maintain full UI flexibility

- Control the UX to better address your subscribers' needs
- Manage your home screen look and feel with a custom launcher to accelerate time to market
- Prioritize your search results to increase your brand presence



Enjoy a favorable TCO

- Eliminate middleware license fees to drive down your expenditures
- Avoid third-party app costs to lower development expenses
- Take advantage of pre-integrated features to reduce your operational efforts and outlays
- Participate in a wide partner ecosystem to ensure a cost-efficient, streamlined service



Leverage a rich innovation history

- Harness industry-leading voice assistant capabilities with 100+ languages to enhance the user experience
- Gain access to a robust app store and thousands of developers to innovate quickly
- Enable cross-device experiences to broaden your reach

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. Our platforms provide customers with comprehensive solutions for managing broadcast and OTT media workflows, securing video content and services, and delivering user experiences across all screens. Leveraging expert know-how and over 30 years of experience, Synamedia enables you to stay competitive today and smoothly migrate to an all-IP, cloud solution over time.

Next Steps

Learn more about [Synamedia's video platforms](#).

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