Synamedia

Give Customers the Content and Convenience they Crave

As the number of OTT options continues to grow and the shift from broadcast-only services to a broadcast-OTT/streaming mix deepens, countless new entrants are looking to grab a piece of the video pie. For pay TV providers, the conclusion is clear: adding OTT/streaming services is a must to protect and grow your share of the video wallet. For consumers, this new reality is a mixed bag. On the one hand, they have more video choice than ever. On the other, they get overwhelmed searching across multiple sources for the content they desire. To both retain and attract subscribers, you need to not only aggregate the wealth of available content, but also simplify the content search and discovery experience. Welcome to Synamedia's Go.Aggregate.

Add and Unify Great Content

Part of the Synamedia Go suite, Go.Aggregate seamlessly blends your live linear and VOD service with OTT/streaming content, empowering you to unify content from every provider in your ecosystem.

Through a single, intuitive, branded user experience, your subscribers can easily navigate their various VOD, linear, and streaming/OTT services, and find the content they want quickly.

No more multiple remotes, user IDs, passwords and complex user interfaces.

Go.Aggregate gives you a sure way to keep your customers engaged with your content and your service. You'll enhance their satisfaction, boost your net promoter score (NPS), and increase profitability. Coupled with a seamless integration process, Go.Aggregate brings the next generation of bundling to your service offering.

The Right Solution, Right Now

With consumer needs rapidly evolving, subscribers find themselves in the driver's seat. They are aware of the multiple OTT video providers vying for their attention and their wallet share, making it easier than ever to switch services in order to find what they want.

In this dynamic market, service providers require a fast and flexible response. They need a solution that enables them to make incremental improvements in the right way, and at the right time.

Welcome to Synamedia Go!

Taking a new, modular approach to architecture, Synamedia Go puts you in control. Once you have decided which part of your video service you want to enhance, just choose from our suite of packages. And we will take care of the rest.

Highlights

- Aggregates must-have global, regional and local OTT content

- Broadens your overall content offering to subscribers

- Keeps your brand at front and center at all times

- Eliminates subscriber confusion and complexity

- Seamlessly integrates metadata, entitlement, user ID and billing

Grid EPG

Linear TV

VOD

NETFLIX

prime video

discovery+

Other OTT/ Streaming Services

Features and Benefits

Enhance your relevancy to subscribers and drive higher lifetime value

- Satisfy subscriber appetite for content to improve retention and generate more advocacy for your service
- Simplify content search and consumption to boost usage and profitability
- Add popular global, regional and local SVOD services to differentiate your offering

Increase engagement through your brand

- Eliminate the need for multiple remotes to boost user engagement
- Make add-ons available via an API or UX to create additional customer value
- Keep your subscribers in your ecosystem to gain loyalty

Expand beyond your content offering

- Sell ad placements and improve your search position to create new revenue streams
- Leverage "deep-linking" aggregation to combine content/channels with third-party apps in your UI
- Optimize your services to better manage your UI and improve metadata ingest

About Synamedia

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 at your own pace.

Next Steps

Learn more about Synamedia's Video Services.

For more information, contact us.

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