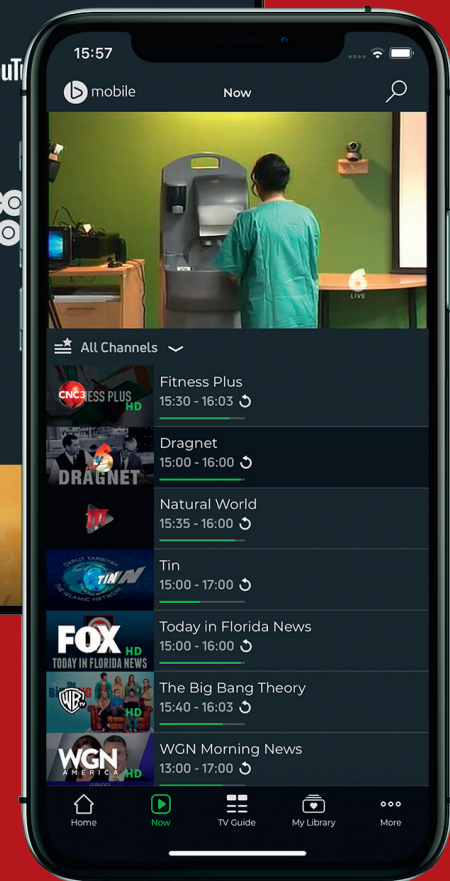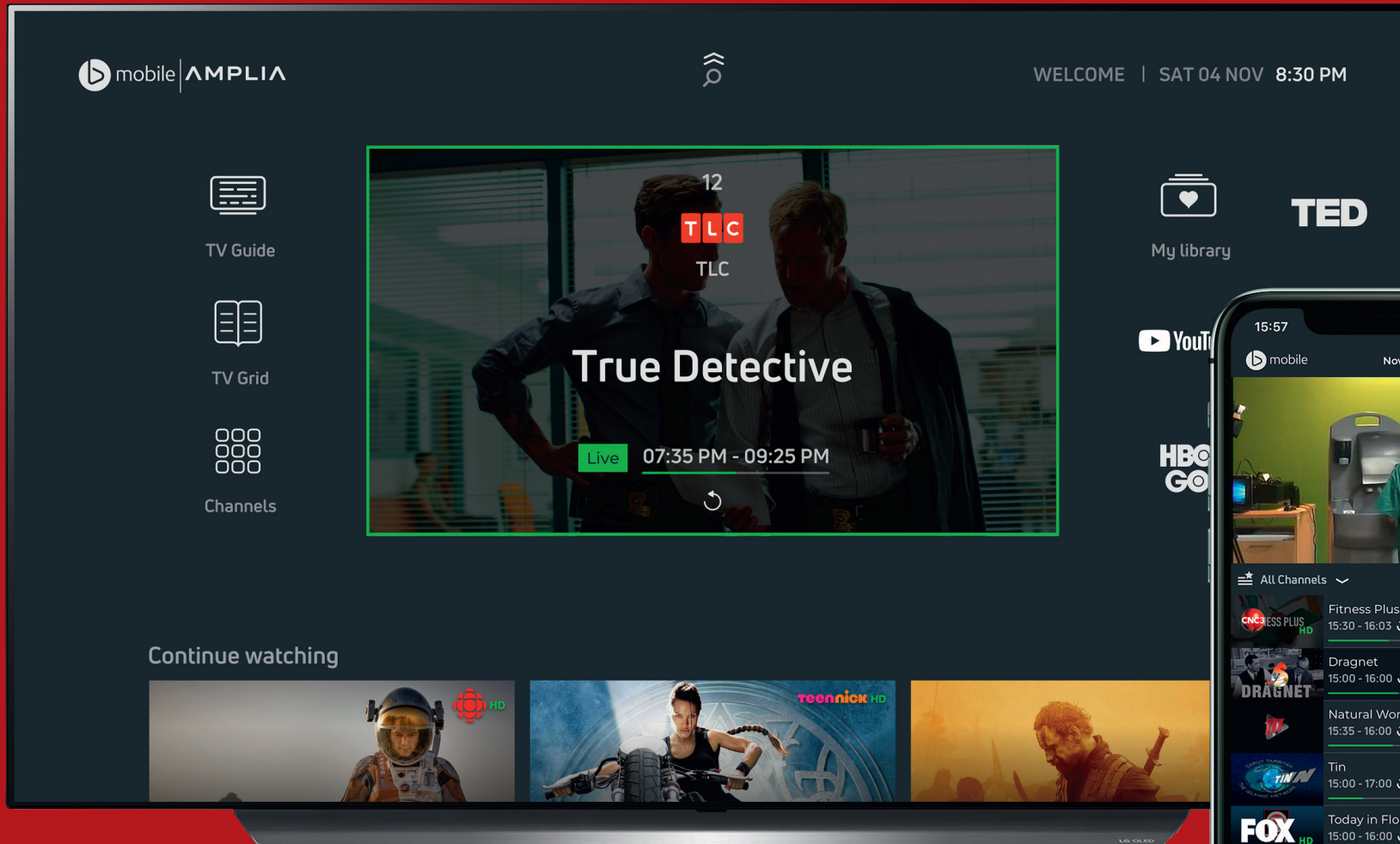## Amplia, Zappware and Android TV: enabling the super-aggregator

The proliferation of streaming offerings means that infrastructure-based service providers are looking to become super-aggregators of multiple third-party content providers to succeed in an increasingly competitive market.

The good news for small and medium-sized service providers is that becoming a super-aggregator does not require unlimited time and resources. The platform put in place by Amplia Communications – a leading provider of communications in the Caribbean and LATAM region and owner of a state-of-the-art fibre network – perfectly illustrates how smaller operators can become TV super-aggregators without breaking the bank.

Having initially invested in GPON-based fibre-to-the-home infrastructure to provide services to residential customers, Amplia, now owned by leading Trinidad & Tobago telecom operator TSTT, is using its fibre infrastructure and data centre capability to deliver a new Android TV-powered multi-tenant TV offering across the Caribbean, having hired Zappware to provide a turnkey solution.

The multi-tenant capability of the platform is enabling small-to-medium-sized service providers to succeed in TV. Trinidad & Tobago-based mobile telco b mobile – the first client for the platform – has been able to go live with a super-aggregator service in a very short time frame without the need to invest in its own infrastructure.
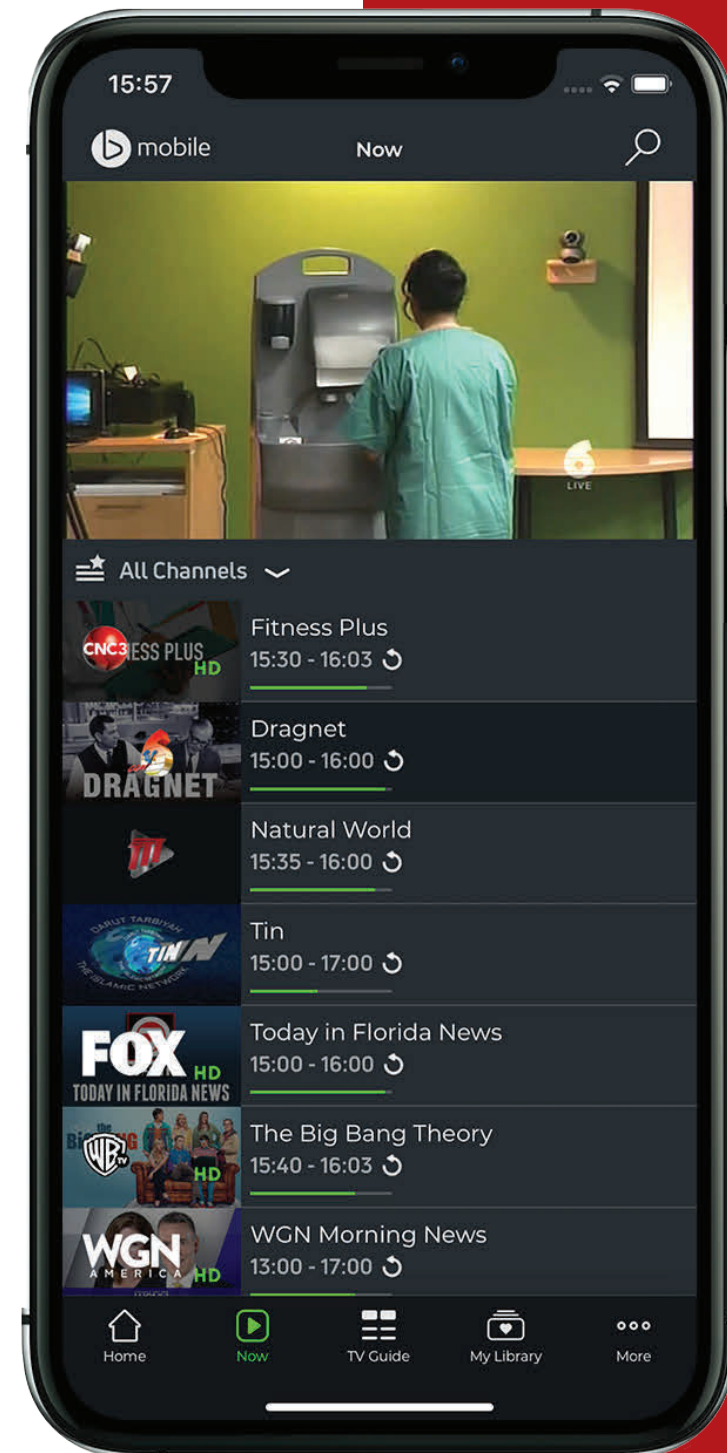
The challenges

Aggregating multiple video apps and content services is a unique differentiator for telecom service providers that creates stickiness, reducing churn.

Unfortunately, getting a super-aggregator video service off the ground is also uniquely challenging. Smaller players can face insurmountable barriers to entry. In particular, they face high costs in acquiring the infrastructure to deliver multiple high-quality, monetisable video services.

Zappware's end-to-end platform, on which Amplia's service offering is based, comes with the unique advantages of the Android TV platform, which enables the company's client base of service providers to become virtual super-aggregators, accessing the wealth of content offerings in the Google Play Store without the need to strike proprietary agreements with multiple content providers.

By providing a single platform open to multiple tenants, Amplia's multi-tenant platform enables its client base to benefit from economies of scale without investing in expensive proprietary infrastructure.

Why Zappware?

Zappware has over 18 years of providing industry-leading solutions for TV service providers. The company – consistently ahead of the curve in the adoption of technology – is an acknowledged leader in Android TV, which offers the ideal foundation for a super-aggregator model.

It was important for Amplia to choose a partner that could support the delivery of video services to multiple screens – another important element of the super-aggregator concept, which increasingly caters to end-users that want to consume app-based content on mobile devices.

In addition to its expertise in Android TV and the multi-tenancy concept, Zappware has invested in on-the-ground presence in emerging markets including APAC and LATAM, including dedicated sales resources and a strong marketing presence in the Caribbean and LATAM region.

Amplia chose Zappware because it could provide state-of-the-art end-to-end video-service delivery along with the capability to be multi-network and multi-tenant.

This will give Amplia the opportunity to sell the platform to other operators in the English-speaking Caribbean, allowing them to become super-aggregators in their own right

> **Amplia is delighted to be the first to bring this state-of-the-art TV technology to the people of Trinidad and Tobago, and we look forward to marketing the solution to other operators in the Caribbean.**
>
> Lisa Agard, General Manager,
> Amplia Communications

The solution

Zappware's solution for Amplia is based on the Android TV environment, which is best-placed to support the super-aggregator model and supports fast time to market. Android TV comes with many well-documented benefits for operators, not least by providing access to all the apps in the Google Play Store – enabling service providers to aggregate multiple content sources without expensive and time-consuming integrations of individual apps.

Zappware is providing a complete end-to-end solution for Amplia, acting as prime integrator for components that include its own back office. A key element of that is Zappware's Marketing Console, which allows different operators to reconfigure the user experience to match their own specific needs.

An important part in the end-to-end solution is Ncanto, XroadMedia's content discovery and recommendation solution, to deliver a rewarding and personal user experience to Amplia's subscribers. The solution from XroadMedia is helping operators like Amplia to get a better understanding of their subscribers' viewing behaviour, tastes and preferences. The result is a more engaged user base and new monetisation opportunities for the operator.

In terms of set-top-box platform, the latest high-end Android TV box from Askey has been sourced to guarantee a great user experience in terms of responsiveness, zapping time and overall performance.

Amplia is deploying the Zappware multi-tenant, multi-device platform across its fibre infrastructure to reach a base of telecom service providers across the English-speaking Caribbean.

The impact

b mobile has just launched its TV service as the first commercial client for the Amplia multi-tenant platform. The mobile service provider has great ambitions to establish itself as a super-aggregator of TV services as part of its multiplay bundle, with an addressable market of 800,000 mobile customers in Trinidad & Tobago. Bundling a high-quality TV service with its fixed broadband offering will also enable it to expand its relatively small broadband base.

The rollout of the multi-tenant platform meanwhile gives Amplia an opportunity to address a large and underserved market across the region. Trinidad & Tobago, for example, only has around 250,000 multichannel TV customers – most of them cable – in a country with a population of just under 1.4 million. And that is before the wider English-speaking Caribbean market is considered, with several million mobile and broadband users.

Founded in 2001, Zappware is a Global Player with its headquarters in Belgium.

Zappware provides innovative User Interfaces and video back-office solutions for Telecom Operators, Cable Operators and OTT players. The digital TV solutions are offered as a one-stop-shop to run on any screen, any device over any network: DVB, IPTV, OTT or Hybrid.

A pre-integrated ecosystem guarantees a fast time-to-market and a robust deployment.

Zappware focusses on bringing the best possible User eXperience while integrating 3rdparty content and innovative technologies in a meaningful way for the end-users.

The mission is clear: creating the demand for more video services through an amazing customer experience and fuel the business intelligence to personalize the video service with relevant content and upsell suggestions.

www.zappware.com   www.amplia.co.tt

Produced by

Digital TV Europe