

# ITI NEOVISION CAPTURES POLISH TV MARKET WITH DYNAMIC "N" PUSH VOD SOLUTION

## GROWING WITH UNPRECEDENTED PACE

In launch in October 2006, n established itself as the 3rd DTH platform on the Polish market. Since launch, n has enjoyed substantial growth despite competition from numerous satellite and cable services throughout Poland. In just two and half years, n has attracted over 550 000 subscribers, making popular soap series available before regular TV broadcast. ITI Neovision is using Conax content security for n's Push VoD solution.

## HARDWARE AND SOFTWARE TECHNOLOGY

For the complete n offering, ITI Neovision chose PVRs (personal video recorders) supplied by ADB, Osmosys MHP middleware and applications, providing a flexible and convenient user interface and guide. Conax CAS7 was selected to secure n content against illegal re-distribution and other forms of theft.

## PUSH VOD: SAVING BANDWIDTH AND REDUCING COSTS

Push VoD is the most bandwidth-efficient way to distribute content, saving bandwidth and reducing costs, in addition to the rich consumer experience provided by Push VoD.

n is the first platform in Poland to employ Push VoD and offer "early release window" of the most popular TV series

## A FLEXIBLE CONSUMER EXPERIENCE TRANSLATES INTO GOOD RESULTS

A combination of Osmosys middleware and Conax content security allows the n Push VoD solution to provide customers with multiple viewing options and flexible home cinema experience. Viewers can choose from a wide selection of video services and features, at any given time. N has the highest number of HD channels in Polish DTT market and is the only Polish platform offering TVN channel in HD quality.

## A RICHER, MORE APPEALING SUBSCRIBER EXPERIENCE

- All video is in high quality, matching the DVD quality and some events are delivered in High Definition and providing maximum value for the cost
- Subscribers can choose from a wealth of movies and series, with an appealing release window. A number of popular soap series are available on n before regular TV broadcast
- Consumer has the full high-performance n HD decoder with hard drive and digital recorder with the widest range of features on the market
- Additional disk space is available for the consumer



## THE PVR

With the service, the customer rents an ADB PVR from n – one of the most advanced on the world market. The n HDTV recorder enables VoD, internet services, radio and much more. A minimum of bandwidth is used - ITI downloads video products to the PVR in reserved hard disk space.

Video product is accompanied by a set of metadata to build an exciting electronic guide. ITI can remotely manage the reserved hard disk space by sending simple instructions.

Content can be downloaded at speeds varied from real time speed; faster or slower as necessary for a given network at the given time. Should portions of video not arrive, e.g. power outage; missing parts are automatically retrieved by the PVR during the next download cycle.

## MOST SECURE CONTENT PROTECTION

Distribution of HD content to STBs with hard disks and Ethernet ports, demands the highest level of security. Conax content security was selected to protect all platform content against illegal re-distribution and other forms of theft, not only during transmission, but also on the hard disk. All content from n remains under strict Conax CAS7 regime; secured, yet constantly configurable – and re-configurable - by n.

Using the Conax Push VoD extension, ITI can provide content on a rental basis for a configurable period of time, in subscription mode or in pay per rental mode.

## NEW REVENUE OPPORTUNITIES FOR CONTENT OWNERS, AND OPERATORS

Deploying Push VoD technology, content owners can generate additional revenues through a “new release” window positioned just before regular broadcast release. New release is a highly effective functionality as subscribers can consume content exactly when they choose - even before broadcast.

## FAST TO MARKET SOLUTION - PLATFORM SUCCESS

In spring 2006, ITI Neovision invited STB provider ADB, middleware and application provider Osmosys and content security provider Conax to join the ITI project to build the n service. All required technical parts were ready to be integrated to a mature service platform and ready for commercial launch in the fall the same year – only eight months later. After just a few short years, ITI Neovision’s n is a benchmark of success.

## FOR MORE INFORMATION, PLEASE CONTACT CONAX:

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