
OpenTV – interactive television and advertising

Further strengthened competitiveness

The alliance with OpenTV enables the Group to propose a greater variety of business models to its customers, ranging from traditional pay-TV to combinations including standard pay-TV, advertising and interactivity.

Kudelski and OpenTV have complementary market positions. The partnership that links them allows their product lines to serve separately or jointly the needs of operators.

Putting in synergy the two suites of solutions will enable each firm to extend its activities to other areas and to accelerate penetration of new markets. For example, the alliance will increase the joint market opportunity in retail, IPTV, Mobile TV, PCTV and other emerging segments of the digital TV sector.

Together, OpenTV and Kudelski are more competitive in the market with the ability to:

- create a totally evolutionary and flexible ecosystem of products;
- integrate solutions that are quickly deployed;
- combine strength in system engineering and integration services;
- leverage their worldwide, comprehensive expertise in digital television;
- provide unparalleled service levels to customers.

Pre-integrated solutions

With the new interactivity offering, the Kudelski Group technologies are entering the every-day life of TV viewers, contributing to a richer, more exciting user experience thanks to interactive and participative functionalities and also thanks to the sophisticated and personalized graphic design of its interfaces.

In addition, the Kudelski/OpenTV pre-integrated solution including interactivity and conditional access is designed for all digital television market segments including satellite, cable and terrestrial television, IPTV and mobile television. A growing number of operators distribute content over multiple platforms; thus the Kudelski/OpenTV solution addresses a real market demand.

Complementary product lines

OpenTV is a leading supplier of decoder middleware. Its solutions are integrated in more than 81 million digital set-top boxes and digital televisions around the world over cable, satellite and IPTV platforms. Its software enables the delivery of digital and interactive television with a wide array of functionality, including enhanced television, a rich set of applications and enhanced content, interactive and addressable advertising, games and gaming, personal video recording, and a variety of consumer care and communication applications. OpenTV's middleware has been ported across multiple vendor solutions and has been proven best in class for scalability and adaptability.

OpenTV's Advanced Digital Television product offering extends to all the "classical" broadcast networks as well as mobile and wireless networks.

– OpenTV Core: middleware solutions

Enable network operators to manage the creation and delivery of advanced television services to their subscribers across multiple set-top boxes and within numerous network infrastructures.

– OpenTV PVR

Advanced management platform that enables network operators to deliver services to their subscribers allowing them to record, time-shift and locally manage pay TV content. OpenTV PVR (Personal Video Recorder) operates in a single or multiple-room environment and integrates with home networks to create a unified media experience.

– Advanced Advertising and Participation Television

Solutions that allow network operators to manage the trafficking and billing of their commercials, provide targeted and addressable advertising solutions and enable viewers to engage in commerce transactions, retrieve information such as weather reports and sports updates, and other interactive services.

– Engineering and consulting services

OpenTV can manage entire digital television launch projects or simply provide assistance with integration projects or development activities.

