

# BEYOND THE NORM

SES, Vubiquity and  
black (a division of Cell C)

## Case Study

### Industry

Telecommunications

### Location

South Africa

SES<sup>▲</sup>



# Together with Vubiquity and Cell C, we're bringing live and linear content to the South African market.

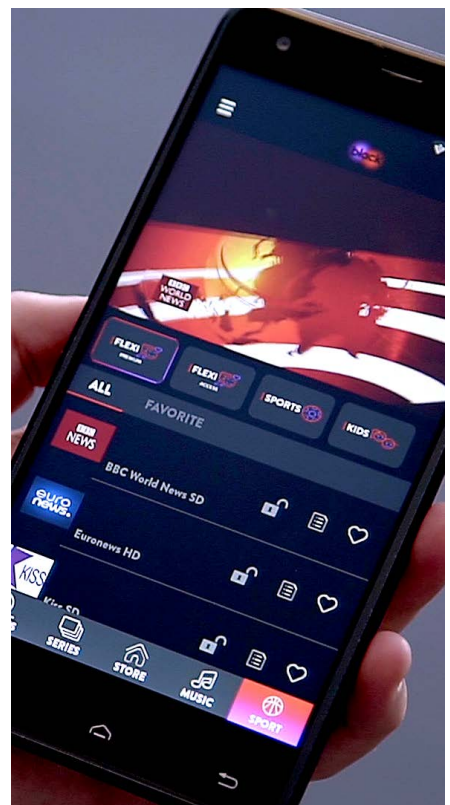
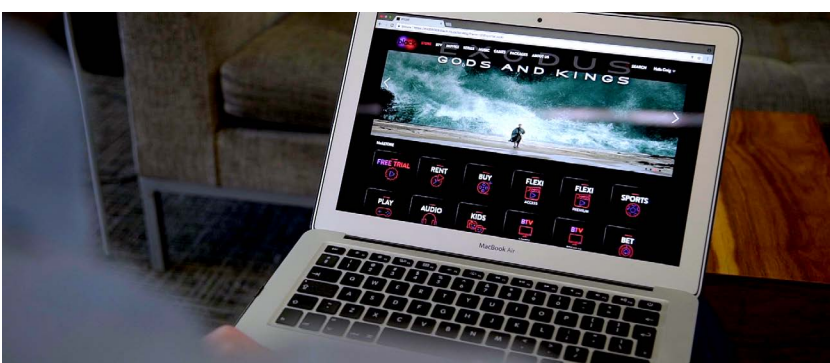
Cell C wanted to build a stand-alone platform and network-agnostic brand that would enable them to consistently bring to market new services that match how South Africans consume on-demand entertainment, and what they want to watch.

The telecommunications landscape is changing. Revenues from voice services are declining, while data-driven revenues are increasing. Since 60 to 90% of the data that flows through mobile providers' networks carries video (whether via Facebook, YouTube or other video content platforms), telcos are searching for ways to further monetise their data with video services.

With over 16 million subscribers, Cell C is one of South Africa's leading mobile operators. The company has consistently increased its subscriber base year on year by providing their customers with new solutions that were different to anything the local market had seen before. As a company that is always looking to innovate in the market, Cell C was the first to embrace OTT offerings. It was also the first South African mobile operator to offer subscriber-centric solutions for Facebook and WhatsApp, and the company has been eager to develop an on-demand entertainment solution. That solution is called black. Black goes beyond typical video-on-demand packages to combine live and linear TV, movies, sports, betting, gaming and more – where consumers can purchase a variety of affordable content packages, even via their pre-paid air-time account. The solution was named black as black is premium and provides a high-quality interactive solution.

Vubiquity is a leading global provider of content. It works with nearly 650 leading content creators to provide premium content to more than 1,000 video distributors and 109 million households around the world. Cell C chose Vubiquity because of its relationships with premium content providers, global reach, and the

## The solution called black, a division of Cell C black entertainment solution from Cell C



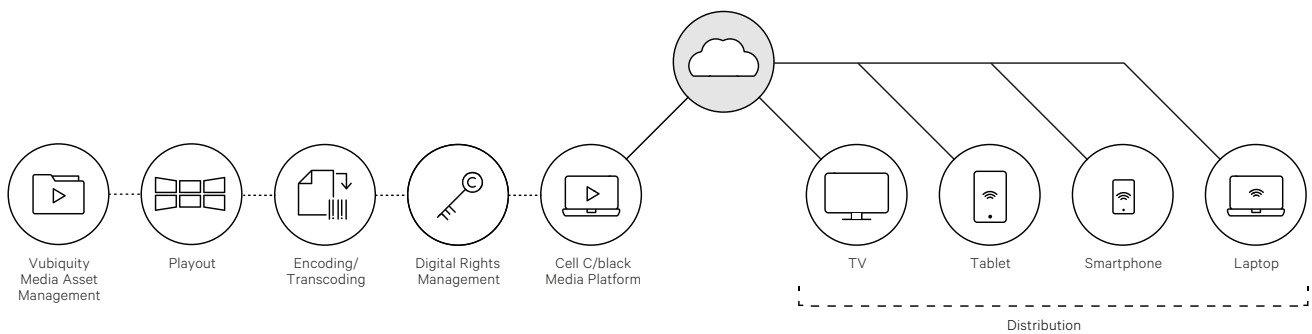
**16M**  
SUBSCRIBERS

**60-70%**  
OF DATA TRAFFIC  
CARRIES VIDEO

**3**  
MONTHS TO GET  
SOLUTION ONLINE

right partner – SES – to deliver content on any platform or device. Cell C wanted to build a platform that would enable them to consistently bring to market new services that match how South Africans consume on-demand content, addressing their entertainment needs, and giving them the flexible choice to opt for what they want to watch. Since the OTT video market changes so rapidly, it was important to find the right partners to help them quickly launch an offering that would deliver the right content to consumers agnostic of network with a high-quality experience. Vubiquity supplies the content – the best movies, TV series, music, and linear channels. They aggregate it, manage all the rights, and package the content. SES takes care of all aspects of the delivery – with the technical capabilities to get the content from anywhere in the world to Johannesburg – to seamlessly deliver the content to consumers on multiple devices.

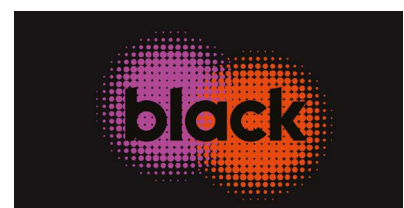
Our partnership with Vubiquity has enabled us to offer Cell C a one-price solution that includes licensing the content from a wide variety of sources, as well as a full suite of video services that ensures the content can be delivered wherever it's needed and on any device. And it was all up and running within three months. Our partnership will also enable Cell C to expand its market north of the South African border, offering black to consumers in other African countries.



**Complete Playout**

In any broadcast environment, on any device

“We were looking for a partner that shared our vision of evolving, disrupting and innovating the market through a differentiated entertainment value proposition. We chose Vubiquity because of their global reach, in-depth understanding of this space, and ability to launch the service across multiple operators and multiple platforms, as well as who their strategic partners are. They needed to enable the delivery of linear channels and live TV across multiple devices. The partner Vubiquity brought in to deliver the complete solution was SES, and our experience with them has been absolutely exemplary.”



**SURIE RAMASARY**  
Chief Executive, black

[www.black.co.za](http://www.black.co.za) | [www.cellc.co.za](http://www.cellc.co.za)

For additional information on this project,  
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**SES HEADQUARTERS**

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