

MULTTV

Delivering the world's most popular TV channels to ISP subscribers across Brazil

Case Study

Industry
Platform Operators

Location
Brazil

SES 

Bringing a high-quality and cost-effective video package to MultTV's customers across Brazil

Television became a mass medium in Brazil earlier than in most developing countries, however, a relatively low number of households have access to cable TV, which is concentrated mostly in the urban, more affluent areas. In recent years, the growing demand for premium entertainment channels opened new opportunities for other distribution methods.

In 2017, the Brazilian communications company MultTV, representing a consortium of 13 Internet Service Providers (ISPs), looked for ways to offer pay-TV services based on a shared and self-sustainable infrastructure. Specialising in providing video services, its aim was to enable smaller regional ISPs to expand their services and offer premium content at affordable costs, with rapid implementation. MultTV turned to SES, with its state-of-the-art teleport and expertise in content management and distribution, to deliver TV content to their Internet subscribers via IP, with combined data and video service packages.

The multi-year agreement with SES enables MultTV to use C-band capacity on SES-6 to transmit a mix of approximately 60 SD and HD channels to its ISP customers, who in turn distribute the content to their subscribers. As a "headend in the sky", all TV signals are received, processed and transmitted via a single compressed IP stream from MultTV's teleport to all its ISP customers through the SES-6, simplifying and substantially reducing the infrastructure costs at the end point. Besides the satellite capacity, SES also provides the 6m antenna uplink, including the HPAs.

MultTV works alongside NeoTV, a Brazilian association which brings together small and medium size pay-TV operators to provide the best content to its customers, supporting its associates by negotiating access to TV content for them. MultTV benefits from the content packages negotiated by the association with content owners, which enables the company to bring content to its customers in a cost-efficient way.

Combining SES and MultTV's infrastructure with the ISPs' subscriber base and fibre experience has been a winning formula. The partnership allows the ISPs to enhance the offer to their subscribers by simply adding TV content to their broadband services. In addition, the partnership streamlines service availability, as subscribers only need a new set-top box to gain access to the highest quality viewing experience.

The content package negotiated by NeoTV covers 60 pay-TV channels, including the world's most popular brands, such as Discovery, ESPN, Disney and Fox. The 60 channels are received in the same headend located in MultTV's São Paulo teleport, with 20 reception antennas and pooled out in a single IP stream to each ISP.

Supported by SES, MultTV also provides education and training support, with events, channel promotions, celebrity endorsements and other marketing services to help increase operators' sales and reduce customer churn.

"With all the ISPs using the same headend in the sky, we're bringing a high-quality and cost-effective video package to MultTV's customers across Brazil. ISP subscribers only need a new set-top box to access their favourite entertainment and sports channels. We're working closely alongside MultTV and the ISPs to help them reach hundreds of thousands of subscribers with the very best viewing experience." said Rubens Vituli, Sales Director, SES – Latin America.

Today MultTV's customer base covers 20 ISPs, from the north to the south of the country, including in remote areas. MultTV provides a broader service to its customers by offering enhanced entertainment and connectivity packages while the operators benefit from increased monetisation opportunities and important tax benefits.

20

ISPs

60

Premium Channels

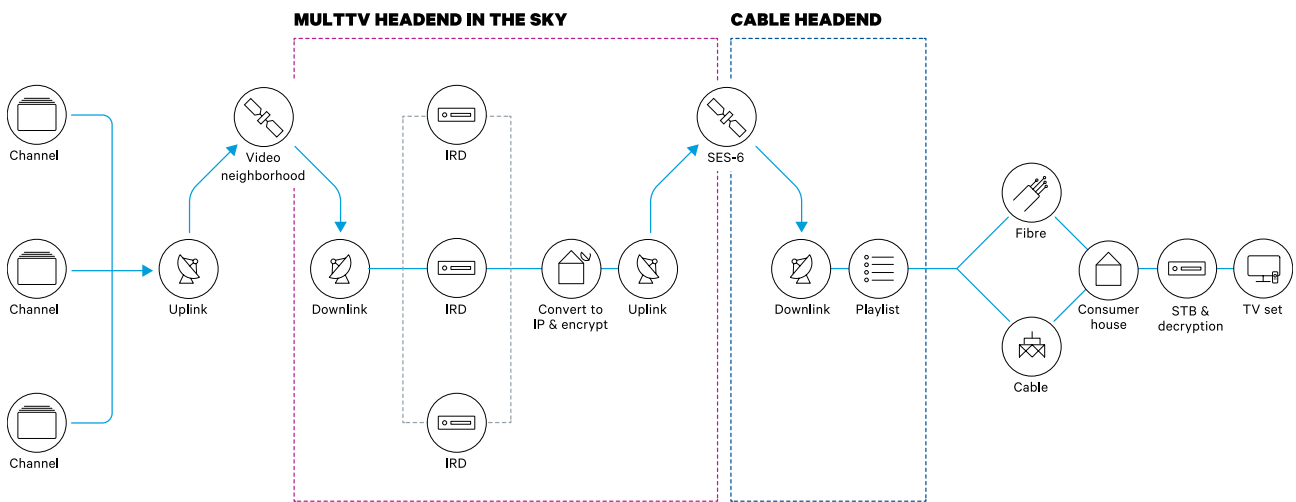
100,000s

of viewers across Brazil

Provided Solutions

- Satellite distribution
- Infrastructure on ground (incl. antennas, HPSA amplifiers)
- Technical support
- Content processing

Workflow



“With their robust satellite infrastructure and technical expertise, SES enables us to deliver the highest quality TV services to our ISP customers. In close collaboration, we help the ISPs build the most successful pay-TV business models around popular television channels and content, benefiting from the packages provided by NeoTV.”

OSMIR HENRIQUE PETRINI

President, MultTV