



CASE STUDY

**TRIPLE PLAY SECURES PREMIUM CONTENT ON EVERY SCREEN
WITH CONAX CONTEGO AS A SERVICE**



Triple Play is the leading media and entertainment service provider in the Northern region of India, offering a wide range of services including IPTV, OTT and multiscreen, basic telephone, high-speed internet, e-games, e-commerce and VoIP. As of recently, the company serves digital cable, broadband and IPTV customers in Gurgaon, as well as other cities in the states of Haryana and Ghaziabad in North India. Per today, Triple Play was looking to increase the stickiness of its television subscriber base and increase ARPU.

By providing its TV services over the top (OTT) Triple Play had a unique opportunity to reach additional subscribers, enhance its offering for existing customers, and boost revenue.

OTT video consumption is growing globally, especially in India. According to Frost & Sullivan¹, there are about 66 million unique connected video users in India and about 1.3 million OTT paid video subscribers. The high population of the Indian diaspora abroad (27 million people across 26 countries) gives operators like Triple Play a chance to reach many different people, across a larger geographic area. What's more, the OTT market in India is likely to grow at a CAGR of 30 percent over the next five years. At least 30 percent of TV households by 2020 will have access to OTT through their television sets.

Challenges

Once Triple Play embarked on the journey of launching an OTT service, the operator faced a number of distinct challenges. A key issue was that the Indian market is very fragmented in terms of device types, and each device type has a different and dedicated set of digital rights management (DRM) requirements, which Triple Play must meet in order to deliver premium content to all viewers on all screens. Approximately 90 percent of the market is using Android-based devices, according to IDC². This market share is largely based on the accessibility of Android devices, with a low entry-level cost for smartphones compared to other devices currently in the space. Despite the widespread use of Android devices, Apple and Microsoft platforms are also being used.

WITHOUT HAVING TO INVEST HEAVILY IN INFRASTRUCTURE UPFRONT, THE OPERATOR WAS ABLE TO LAUNCH ITS OTT SERVICE IN LESS THAN ONE MONTH.

Without a trusted security provider, Triple Play would not be able to deliver premium content, such as live sports, video on demand, Hollywood and Bollywood movies. Beyond getting premium content, Triple Play required a reliable DRM solution to protect their revenue and reduce piracy.

“ Navneet Sethi, CEO, Triple Play,

“We chose Conax and Corpus to partner on our expansion into the Triple-Play arena based on a strong history of trust and competency for securing content in the Indian market and complex distribution environments, along with local presence and experience as well as a strong track record deploying advanced middleware and VOD solutions on both HD and SD STB's even in the most challenging ecosystems.”

Given the complexity of the OTT environment, Triple Play wanted to work with a security provider with a long track record and expertise in securing content in the Indian market and complicated distribution environments. The content protection solution had to be simple to deploy and use, offering integration with other key technologies in the OTT ecosystem.

Cost was another consideration. In the Indian pay-TV market, there is generally a very low ARPU and high density of customers. Triple Play required a security system with low CAPEX and system maintenance costs.

Finally, Triple Play wanted a content protection solution that was scalable. The operator's strategy was to roll out the new offering to several hundred thousands subscribers and further grow the customer base substantially within one year of launching its OTT service.

¹ <http://www.frost.com/sublib/display-report.do?id=P93A-01-00-00-00>

² <http://mobileecosystemforum.com/2016/06/07/10-things-you-need-to-know-about-indias-mobile-market/>

The Solution

After selecting transcoding and packaging from Envivio and Wowza at the local end, along with middleware and application from Corpus, Triple Play needed the most essential part of content security: DRM. Conax is known for its highly reliable content security in the region and was the preferred choice, meeting all of Triple Play's unique requirements.

Triple Play deployed a multi-DRM offering based on the Conax Contego as a Service (CaaS) cloud-based platform, combined with pre-integrated middleware from Corpus, with system integration provided by Corpus.

Unique Advantages of Conax CaaS Cloud Platform

Being cloud-based, Conax CaaS features a flexible architecture that makes it easy for Triple Play to add new features and capabilities in the future. Currently, Triple Play is offering live, VOD, catch-up TV, and time-shift TV content through its OTT service. Eventually, the operator will add network PVR functionality.

Conax's cloud-based platform secures content across technologies and multiscreen devices – from a single, unified security hub that supports Common Encryption and MPEG DASH. The Conax DRM backend also supports multiple DRMs, including Google Widevine, Microsoft PlayReady, and Apple FairPlay Streaming, ensuring that all of Triple Play's viewers can enjoy the OTT service, no matter what device type they are using. Triple Play is doing a phased DRM approach, beginning with Widevine, with plans to add support for FairPlay and PlayReady in phases two and three.

CaaS eliminates CAPEX and reduces OPEX for Triple Play through its pay-as-you-grow business model. Without having to invest heavily in infrastructure upfront, the operator was able to launch its OTT service in less than one month. Conax security experts monitor and manage the backend, simplifying operations and enabling Triple Play to focus on more important tasks such as content, marketing activities, and increasing its customer base.

Scalability is a fundamental feature of Conax's CaaS platform. Capacity can be increased or decreased at any time. This process is fully managed by Conax professionals.

Middleware Integration

Triple Play chose Corpus as the middleware to bring a consistent and personalized experience to subscribers across multiple devices. Partnering together, Corpus and Conax provide Triple Play with a pre-integrated solution that reduces OTT implementation timelines and speeds up time to market. The integration between Corpus and Contego solutions works seamlessly, covering the entire content protection lifecycle from customer registration to device provisioning, authorization of subscription and key exchange of playback for each event. The flexibility of Conax CaaS and Corpus middleware, combined with local, on-the-ground technical support from both companies led to a successful integration.



Conclusion

With the OTT market in India starting to heat up, Triple Play has launched its OTT service just at the right time. Conax CaaS provides Triple Play with a strong, unified security backend and multi-DRM capabilities, enabling the operator to deliver premium content to any screen with instant revenue generation.

CaaS reduces Triple Play's capital expenses and increases scalability, allowing the operator to pay only for what resources are being consumed. In the beginning, Triple Play will support a substantial subscriber base of set-top boxes, and other devices like smartphones and tablets will be supported in the near future. Conax is proud to be supporting one of India's largest OTT offerings, bringing a superior television experience to viewers on every screen.

For more information, visit: <http://www.conax.com/products-solutions/conax-security-platform/contego/>

About Triple Play

Triple Play is a leading service provider company in India, working over FTTH (Fiber to the Home) through GPON (Gigabit passive optical network) technology. Their services include DTH, IPTV, OTT & Multiscreen (Mobile, Tab, PC), Basic Telephone, High Speed Internet, e-games, e-commerce and VoIP, besides many value-added services. GPON, as a technology, enables the optical fiber to perform as a neutral-cum-independent network to carry multiple service providers to enhance & ensure higher level of subscriber satisfaction. Triple Play have more than 100 000 FTTH Subscribers and more than 300 000 home passed. Thus, we have the tie-ups with TATA, BSNL, Reliance, Reliance 4G, Vodafone, DTH-Dish TV, Airtel, Tata Sky & Videocon, DEN, InCable, Siti Cable and several others to run all their services hassle free. Please visit www.tripleplay.in

About Corpus

Corpus is a technology company with the right blend of critical thinking and engineering curiosity to help customers 'turn ideas into revenue' with a unique mix of onsite, near-shore and off-shore global delivery model. Corpus, aimed at achieving excellence in the field of Digital Media Entertainment, Embedded systems and Business Analytics across verticals, is strongly supported by a motivated and skilled talent pool with the right mix of variant technologies, R&D centers, offices and partners worldwide. Corpus, started in 1999, has headquarters in Hyderabad (India), Delhi (India) and R&D centers in Bangalore (India) and Johannesburg (South Africa) and global offices at USA, Europe and APAC. Please visit www.corpus.com

About Conax

A part of the [Kudelski Group](#) (SIX:KUD:S), Conax is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. The Conax Contego unified security hub provides telcos, cable, satellite, IP, mobile, terrestrial and broadband operations with an innovative portfolio of flexible and cost-efficient solutions to deliver premium content securely.

Conax' future-ready technology offers modular, fast-time-to-market solutions that enable easy entry into a world of secure multiscreen, multi-DRM content delivery and secures rights for premium content delivery to a range of devices over new hybrid network combinations. Conax spotlight technology includes our Contego-as-a-Service cloud-based platform, award-winning Conax GO Live and benchmark Conax multi DRM OTT solutions.

Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 425 operators in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#) to join the conversation.

