



## Largest Cable TV Operator in China and BEE Mediasoft

Collaborative Operation Model over the National Network to Sharpen Competitive Edge

### Highlights

- Solutions Cross Province VoD Solution
- Product Vision TV Multi-Media Business Management Platform
- Vision TV Back Office
- Vision AMS
- Industry Cable Operator
- Country China



### The Customer

The Customer is one of the largest cable TV operators and value-added services providers in China with 13 million subscribers, of which more than 2 million have converted from analog to digital. The Customer has more than 170,000 interactivity capable set-top boxes deployed in JiangSu province, which handle more than 400,000 VoD requests weekly.

The other Customer is the major Television Network Operator in Kunming, Yunnan Province, China. The Customer has been integrated into the national broadcast television backbone, which allows connections to networks in all the cities and provinces in China.

### Challenge

Television in China is undergoing the biggest change since the digitalization of CATV. While launching interactive TV services is a matter of urgency, operators are feeling the pressure in acquiring sufficient skills and knowledge to cope with the new operations in a relatively short period of time. Hence, the State Administration of Radio, Film, and Television (SARFT), a government body in China, has been encouraging the cross-border cooperative model to facilitate the introduction of interactive TV services.

As the pioneer in interactive TV services, the Customer can use their industry know-how to benefit themselves by extending services to other regions and hence, at the same time generate additional revenue. An open and flexible management platform is needed so that the Customer can provide online contents and troubleshooting support to other cable operators.

### Solution

BEE MediaSoft provides the Customer with the industry-first Vision TV Multi-Media Business Management Platform ("M3P"), Vision TV Back Office and Vision AMS (Asset Management System).

M3P is the latest solution from BEE MediaSoft, which is the first ever production deployment of a cross-provincial multi-media business management platform. The flexible and open product suite provided by BEE MediaSoft facilitates the business-to-business ("B2B") model, and helps a primary operator provide interactive TV services to a secondary operator. The primary operator is responsible for managing multimedia contents, monitoring and remotely supporting the operation on behalf of the secondary operator, whereas the secondary operator will be responsible for managing its local contents.

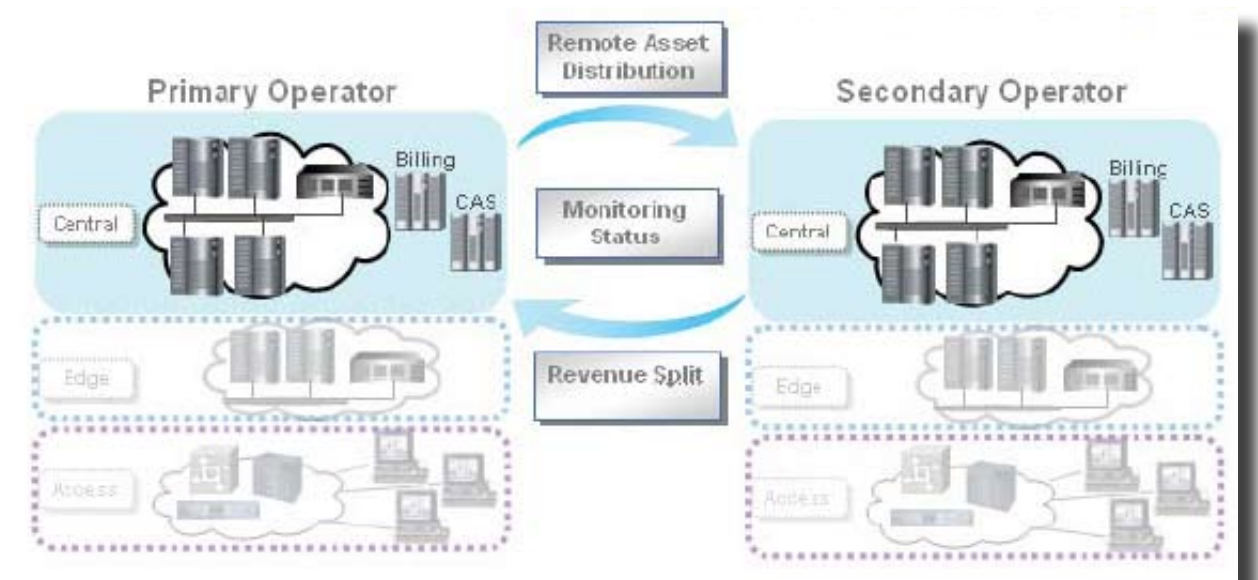


## Differentiation

- First Vision TV B2B model for Cable Operators in China
- First production deployment of Vision TV Multi Media Business Management Platform
- First cross-region, cross-operator model
- Flexible & open design philosophy

## Success

The recognition and acceptance of our software and implementation capability to a cross-provincial level lays a solid and influential foundation for establishing a new B2B model. With the successful roll-out, the Customer has been able to jump-start their interactive TV services leveraging the industry knowledge from experienced operators and protect future investment by preventing vendor lock-in.



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