



BEE MediaSoft extends H.264 HD VoD content to Macau, PRC

Bringing High Definition TV to both Hotel operators and residential end users

Highlights

- Solutions CATV / IPTV
- Product Vision TV Back Office (BMS/ SRM)
Vision TV Hotel VOD Solution
- Industry Cable TV Operator
- Country Macau, PRC



The Customer

The Customer the only paid service Television Company in Macau, PRC. The Customer has a proven track record in the hospitality sector, serving more than 30 hotels in Macau, offering more than 70 different channels from around the globe through digital transmission and reception systems ensuring that Macau citizens are able to enjoy television services under a new perspective. The Customer strives to increase its market leadership and competitive advantage by providing viewers with diversified yet high quality and contemporary programs.

Challenge

In dealing with viewers' desire for high quality television service, the Customer has decided to launch Video On-Demand (VOD) services to both the hospitality sector and the residential market. As high definition (HD) video is a critical leverage in the current economic climate, the Customer is committed to make HD video available to its end users. The Customer has been seeking for an open and reliable solution that can integrate flexibly with existing digital TV ecosystems including asset management, billing and business application systems. The Customer plans to provide HD VOD services to the hospitality sector initially, to sustain the growth of its hospitality TV services whilst making plans to extend its TV services footprint to the residential market within a year in order to maintain its leadership in television services as the franchise draws to its end.

Solution

BEE MediaSoft has provided the Customer with the Vision TV Hotel VOD solution, which consists of the Vision AMS and Vision TV Back Office. The Vision TV Hotel VOD solution is modular in design such that it can seamlessly integrate with the customer's environment without impact to existing end users. The solution enables cable operators to run the "Operator-Hotel VOD" model, which facilitates the offering of VOD services to the hospitality market under a revenue-sharing arrangement while maintaining the future extensibility of the service to the residential sector. The Customer strives to increase its market leadership and competitive advantage by providing viewers with diversified yet high quality and contemporary programs.

By adopting this "Operator-Hotel VOD model", the Customer provides and manages the provision of HD H.264 video content to hotels for its VOD service. In addition to providing rich content, the Customer supplies invaluable operational experiences to Hoteliers.

Therefore, as a service consumer, hotels are able to jump start their hotel VOD service by greatly minimizing the operation and content sourcing overhead needed for running the service while providing their guests with a wide selection of movies that conventional Hotel TV services cannot provide.

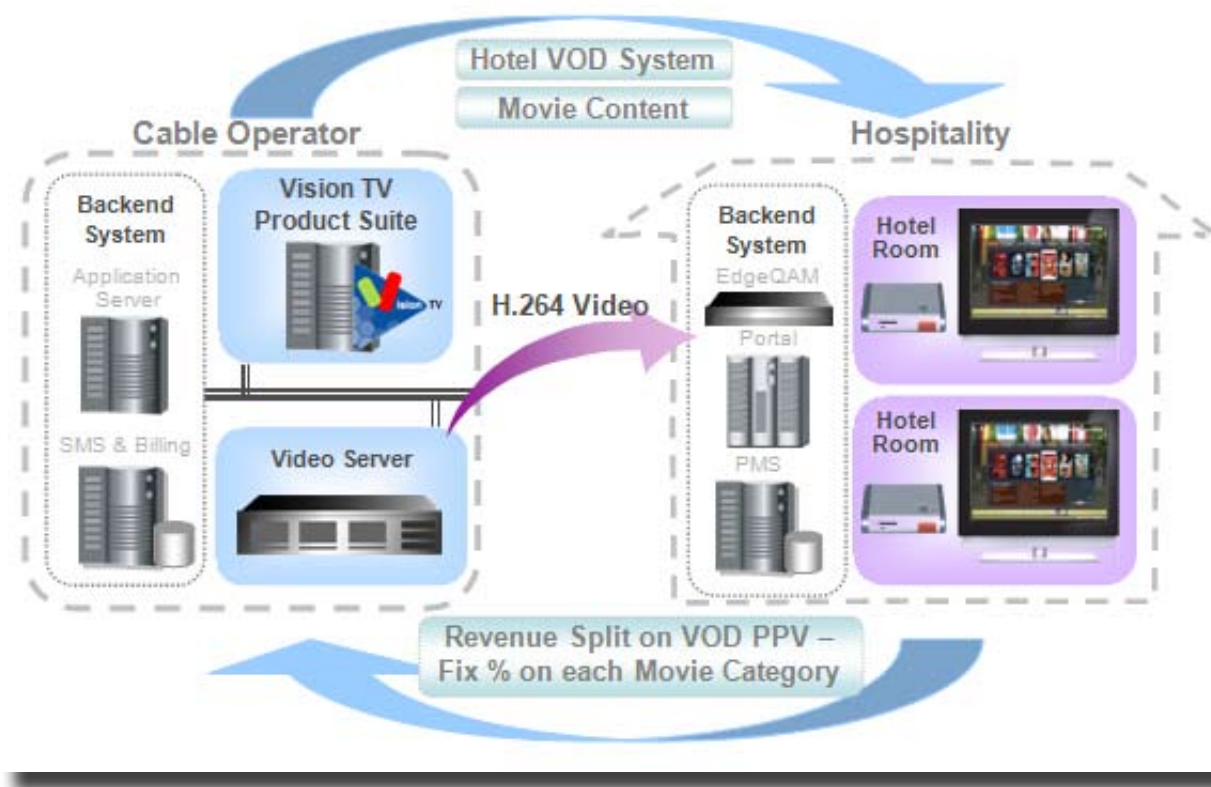


Differentiation

- Operator-Hotel VOD model enables service expansion from residential market to hospitality market, or vice versa
- Enhanced TV viewing experience, e.g. time-shift TV and VOD for hotel guests
- Highly scalable and open middleware platform with modular architecture

Success

BEE MediaSoft has successfully expanded its production deployment of HD H.264 VOD content for cable operators outside of mainland China, establishing a good reference case for the enterprise model of Vision TV. The revenue-sharing model gives operators extra revenue stream from the enterprise market whereas the same setup can also be applied to conventional household market as well.



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