



# Interactive Television



*New Web Services (NWS) is a system integrator of IPTV solutions for Telco and ISP's. Our IPTV solutions are build from the ground up and consist of several components like: VOD server, conditional access, middleware and a number of databases with the customer information and content. The proper integration of these components is essential for a perfect working, fast and future proof IPTV platform.*

## Middleware

Core of a successful IPTV exploitation is the middleware that controls and manages all other components of the IPTV platform. The flexibility and versatility of the middleware sets the standard for the power of the complete platform. NWS works in close cooperation with Nordija, to assure that the middleware continuously complies with the latest standards and customer requirements. This way you make sure you deliver existing services from day one and still have all options open for future enhancements.

## Turn-Key or hosted

By default the NWS solution is turn-key, based on customer specifications. But in some business cases the expected revenue in the first period may not justify the investment. Then it is an option to rent the NWS IPTV as a managed service for a fee per customer per month, thus making it possible to still offer the specific services that are so important to differentiate from competition.

The NWS turn-key and hosted solutions are both ready to use and only need implementation. Time to market is therefore as short as 3 months. This time is needed for integration in the back-end IT systems of the operator and implementation of the desired look and feel.



## Smart investing

In both the turn-key as the managed service solution, the service provider keeps maximum flexibility to manage his own customers without the needs of huge investments. By way of API / SOAP calls service providers manage the customers, the TV-channels, the (VOD) assets, the skin (look and feel) and also all applications the end-user is using on his STB / TV set.

Furthermore we use a pay-as-you-grow model. This is interesting for smaller service providers as well as for bigger service providers who do not have the human resources to act fast in this dynamic market.

## No lock-in

After the contract period with NWS, it is likely that the customer base has grown significantly. So the service provider wants to have possession of his own system. For 1 additional monthly fee, the full migration is done for the service providers towards his own platform. In reality this makes it easy for a service provider to budget the OPEX and CAPEX and the customer will not experience any downtime in the migration process.

# A clear vision on IP TV





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