

# OPTIVA IPTV Ready

All-in-one IPTV solution for small and medium service providers



## What it is

Today many operators are providing data and telephony and the next step is to extend its service portfolio for delivery of TV channels and therefore proposing complete package of triple play services, providing a new business model.

**Optiva IPTV Ready is a complete package** prepared for small and medium service providers which are looking for a **cost effective** answer to the IPTV challenge.

**Optiva IPTV Ready** allows Internet Service Providers to run a **complete portfolio of multimedia services** in its networks, including **Television, High Definition, Video on Demand (VoD), Interactivity** and next generation of value added applications.

Focused on medium size operators **Optiva IPTV Ready** provides a **highly competitive multimedia services** comparing to offerings from largest operators and incumbents.

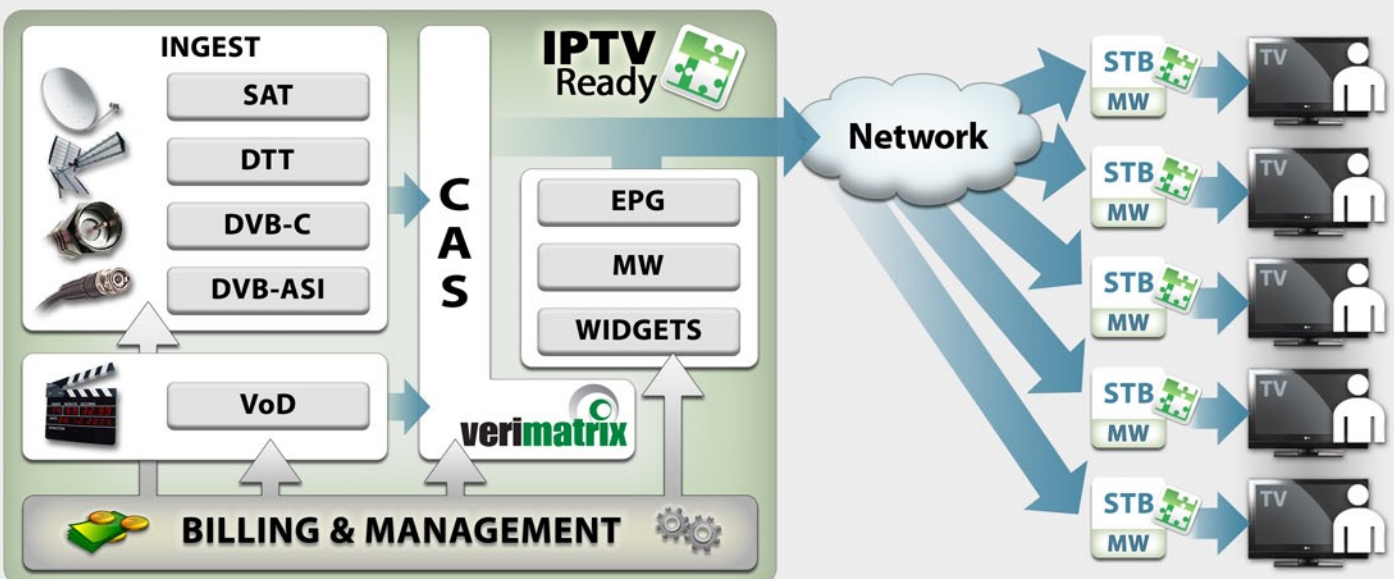
Due to a partnership with best-of-breed companies, Optiva Media offers a **strong and proved IPTV solution**.

## Benefits

-  **Customers** Extend your service portfolio and make your offering **more attractive to existing and new customers**.
-  **Pay TV** Optiva IPTV Ready supports Pay TV models such as **à-la-carte** subscriptions, **pay-per-view, premium packages**, etc.
-  **ARPU** Optiva IPTV Ready, designed for needs of small and medium sized operators, helps you to **reduce the churn** and **increase average revenue per user**.
-  **Integration** Optiva IPTV Ready offers an **easy integration** with any existing network.
-  **Fast** Optiva IPTV Ready provides a **very short time-to-market** improving your competitive advantage.
-  **SPOC** Optiva Media gives you a **single point of contact** with an **experienced team** with long term expertise in the field of IPTV.

## How it works

Optiva IPTV Ready allows every operator to easily manage its customers and offering, define its own unique look and feel, obtaining billing data, creating a unique product offering in a fast way and with simple management.



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