



Smartivus

**Making content  
anytime and  
anywhere might  
be everyone's  
reality today**

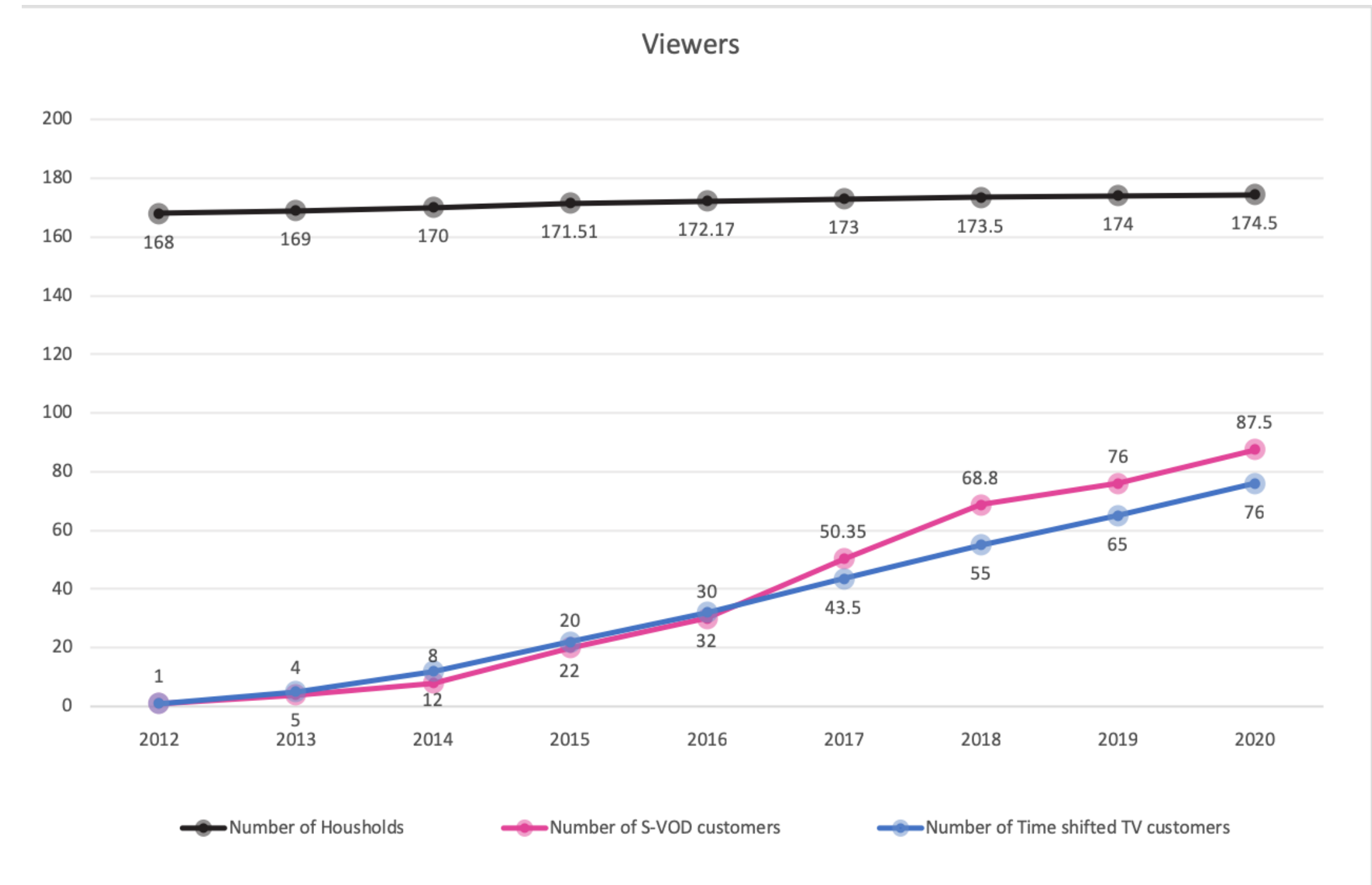
# 6 Million Lost Cable TV Customers a Year

“Cord Cutting” – switching to the more technologically advanced operator – has become evident back in 2012 in USA, when 1.4% of clients have quit their cable TV services. In 2018, the amount of “cord-cutters” has reached 4%, which equals to approximately 6 million customers, quitting cable TV each year in USA.

“Cord Cutting” is also happening in Europe, but to the lesser extent than in USA – the numbers are much more fragmented, due to limited opportunities by local regulations and by the availability of un-scrambled free to air content (FTA).

# Trends 201y - S-VOD and Timeshifted TV

After ABC has put its shows on iTunes in 2005, the number of ways viewers can enjoy content has exploded. Since then, a huge variety of new approaches for watching TV content has risen.

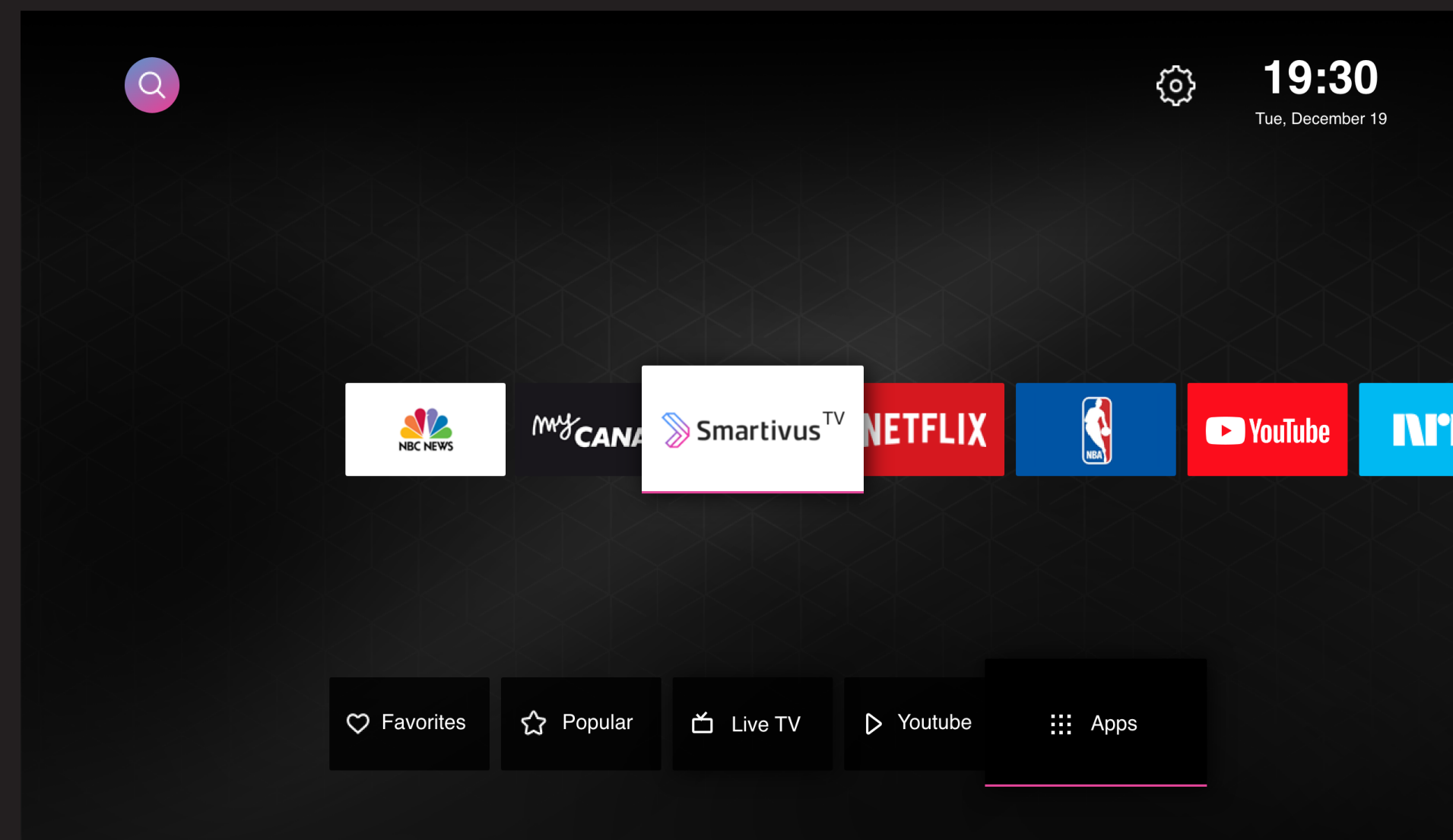


S-VOD and Time Shifted TV service usage for TelCos in Europe (Statista, 2018)

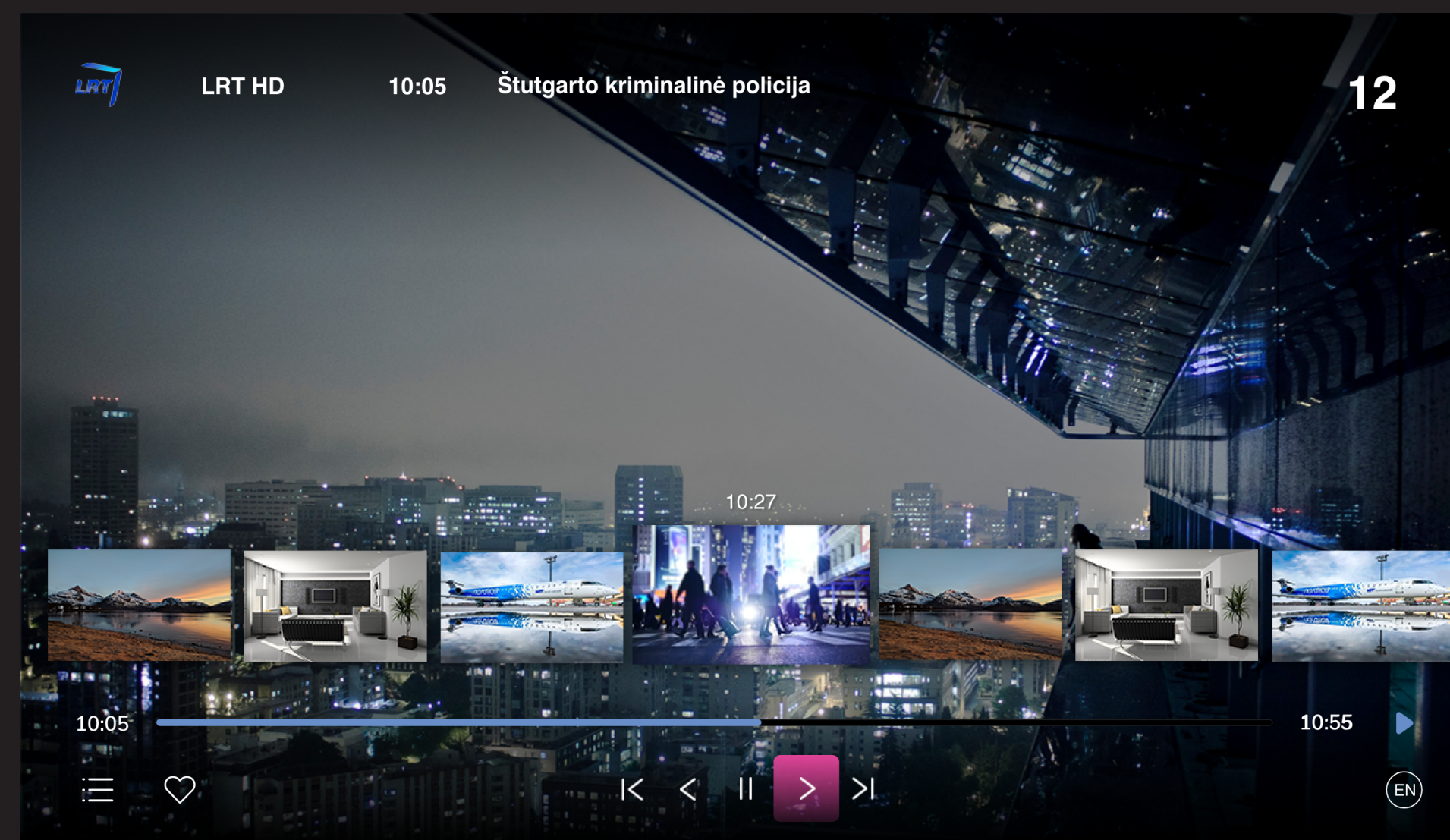
# Want to learn how to save your existing customers?

**Our solution** - Android TV with Time Shifted TV support.

Cover all the needs of the modern viewer with these advanced TV solutions!



Android TV - Dashboard with the Most Popular S-VOD Services (Customizable)



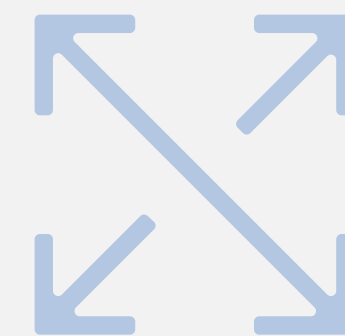
Android TV – Time Shifted TV

# Solution #1: Integration into the existing infrastructure

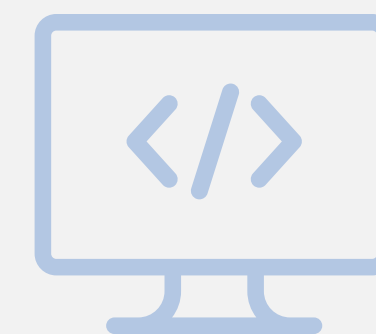
Smartivus can help you:



Transform the existing linear TV business into a modern, Time Shift & Catch-up enabled, TV service.



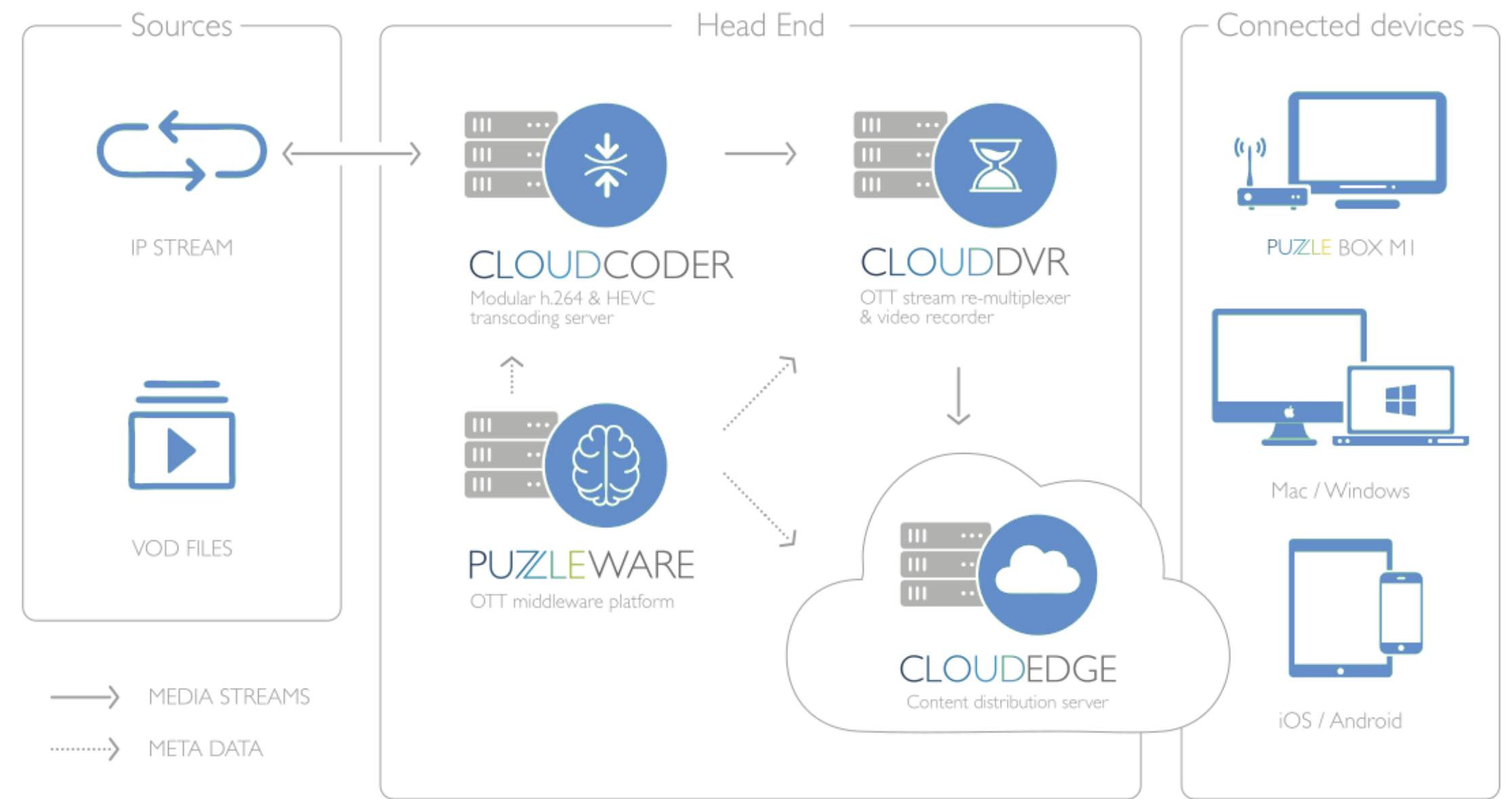
Extend your product scale with cost effective OTT and Hybrid TV platform components.



Develop and integrate interactive TV services for the second screen, such as polls, interactive games, voting and much more.

# Solution #2: End-to-end (E2E) OTT solution

Turn-Key OTT solution, developed and supported by Smartivus, will help your business partner gain competitive advantage in the market, reach and acquire new customer base.



Possible OTT Infrastructure

# End-to-end (E2E) OTT solution components

- PuzzleWare server software for content metadata production and customer control
- CloudDVR server software for content storage and re-packaging
- CloudEdge server software for content delivery
- Super high density Smartivus TS (CloudCoder) H.265/H.264 transcoder - 1U transcodes up to 30 HD channels!
- Smartivus IQ Set-Top Boxes (STBs): Pure OTT Android TV STB or DVB-C/T/T2 + OTT Hybrid STB
- Applications for Android and iOS devices
- API and guidelines for applications on PC/MAC



# Time Shifted TV increases the consumption of daily TV usage

According to the research, the majority of households do not yet see Time Shifted TV as a tool to strategically avoid ads.

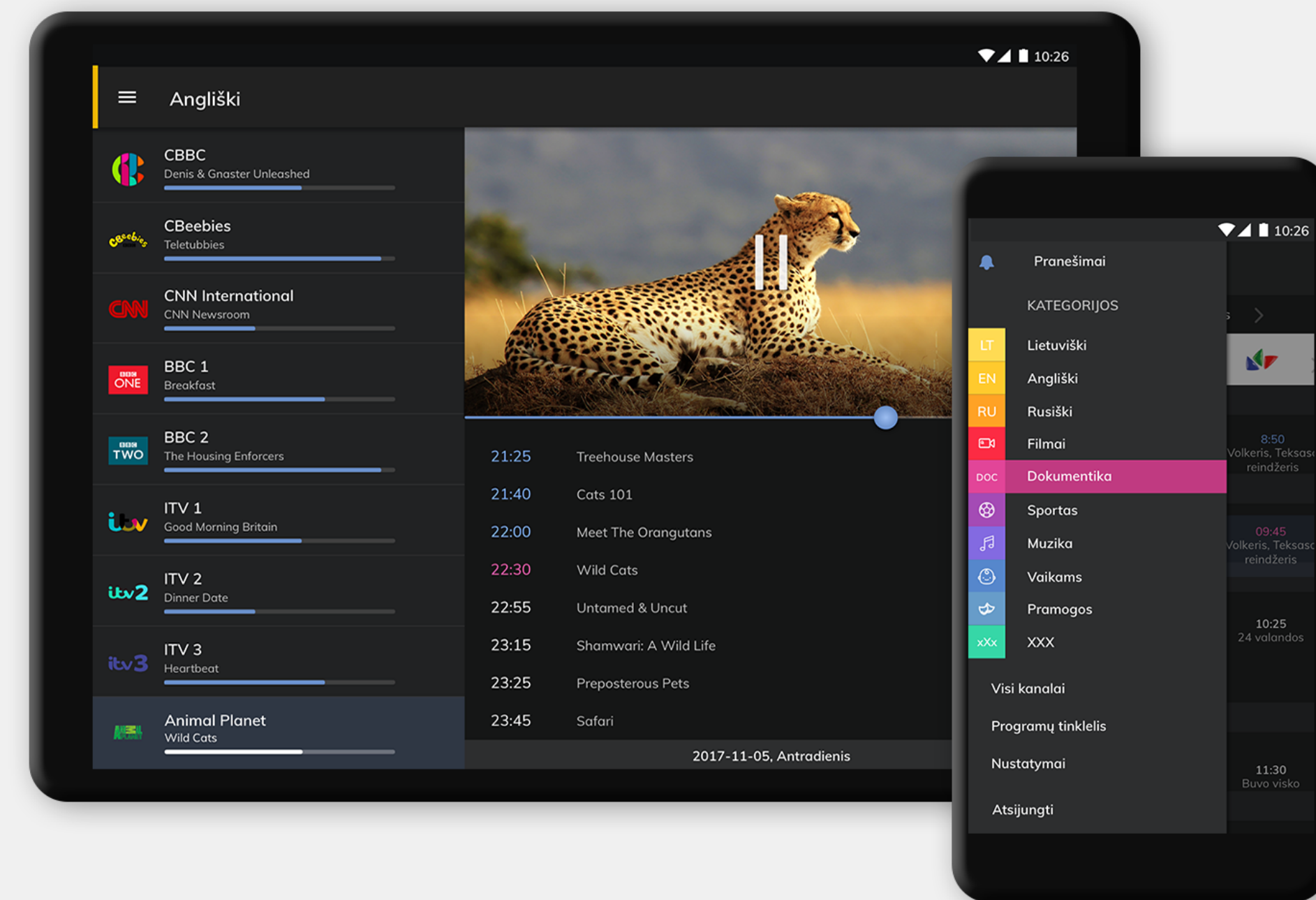
Roughly half of Millennials already consume Time Shifted TV (Statista, 2016a) on a daily basis. The reasoning behind that – it is much more convenient to watch TV when necessary, catch up on missed episodes, pause and rewind. All of these Time Shifted TV benefits lead to a more efficient usage of TV watching time\*.

\*Source:

[The Impact of Time-Shift TV on TV Viewership and on Ad Consumption: Results from Both Natural and Randomized Experiments](#)

# Extra: Free Android & iOS Apps

Android and iOS phone and tablet Apps – free of charge for all our customers!



Smartivus application

# About Us & Contacts

Our team has over 10 years of experience in telecommunications and broadcasting. We specialize in consulting & designing of the innovative architecture for TV systems and Smart TV development for Android TV, Apple TV, Fire TV and other Smart TV vendors.

**Interested in Smartivus solutions? Get in touch!**



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