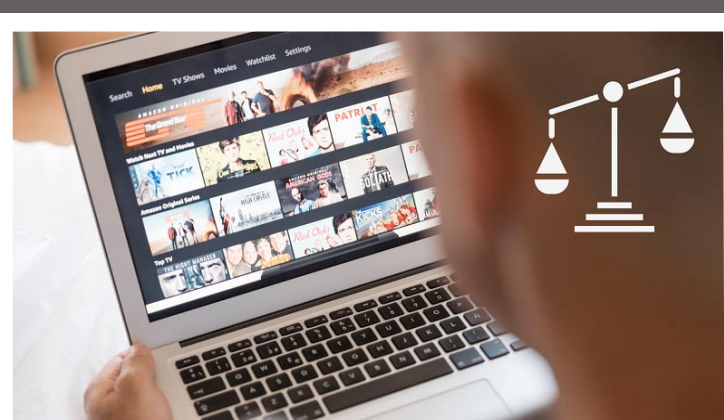


Guestroom TVs have evolved from mere devices that help people watch movies and shows. Now they function as comprehensive interactive systems that entertain, inform and control guests thereby elevating the customer experience.



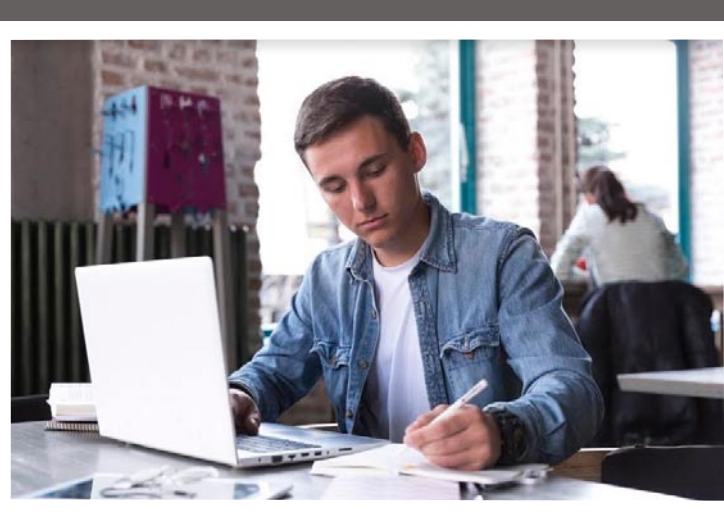
A Comparison of OTT Video Monetization Models



In this age of streaming wars, where incumbents like Netflix, Hulu, Amazon etc. are facing tough competition from new entrants (the most recent one being Disney+), customer stickiness is paramount to stay in business. OTT video service providers should not just produce great content but also offer lucrative options to viewers to keep them subscribed to their services.

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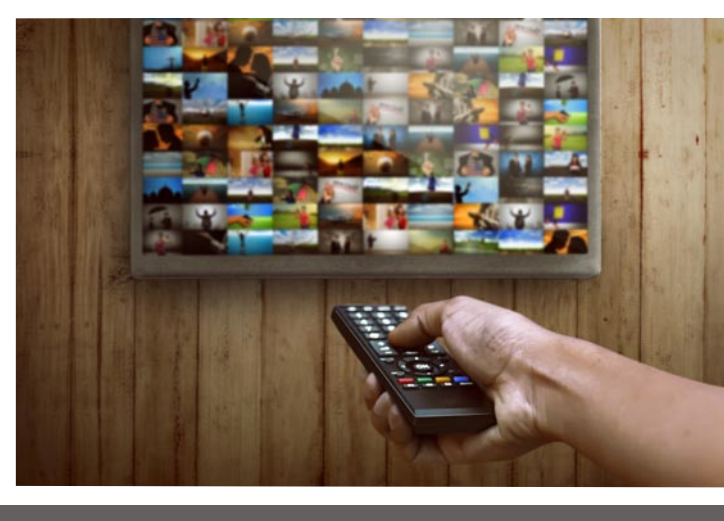
The Democratization of Education via OTT Video



As any information we seek is just a click away and truly at our fingertips, learning is not restricted to classrooms only. OTT plays a vital part in the digital transformation of the education sector by shifting from the physicality of the classroom-based education delivery to a virtual environment that is augmented by immersive video lectures, interactive quizzes, real-time knowledge sharing in the form of webinars etc..

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The Importance of OTT Testing in Streaming Media



Today, with many service providers in the ecosystem delivering a high quality of user experience, streaming consistency & seamless delivery of content is critical. However, a wide range of OTT devices used to access the available content is becoming a challenge to the OTT service providers. It has, thus, become essential to test an OTT service before layout to ensure multi-platform support and other important OTT service parameters.

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Will OTT Replace Traditional TV - There's Still NO Last Verdict

History continues to repeat itself, constantly affecting those who don't want to make adjustments. Video killed the radio stars, CDs killed cassettes, and downloadable content somewhat put DVD sellers in jeopardy. TV service providers are fighting a hard battle against the advancing technology. The biggest challenge for cable and satellite services providers is OTT.



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HSC's MEDIA STREAMING SOLUTIONS

HSC MEDIA STREAMING SOLUTION

EXTEND REACH AND EXPLORE ENDLESS MONETIZATION OPPORTUNITIES FOR YOUR CONTENT

HSC's Media Streaming Solution enables the service providers, content owners or pay TV operators, to address their OTT needs and empower their viewers with an access to their complete repository of valuable content. It enables the service providers to manage and publish their content to all OTT platforms via its feature-rich content management dashboard.

Along with the flexibility of consuming Any-content-Any-Where-Any-Time-On-Any-Device for the end-users, the solution provides ease of search, discovery & recommendations.

The diagram shows a flow from Content Owners through Ingest, Manage, and Publish stages to End users. It includes components like Media Handling, Storage & Delivery Service, and Streaming.

HSC QOE AND ANALYTICS SOLUTION

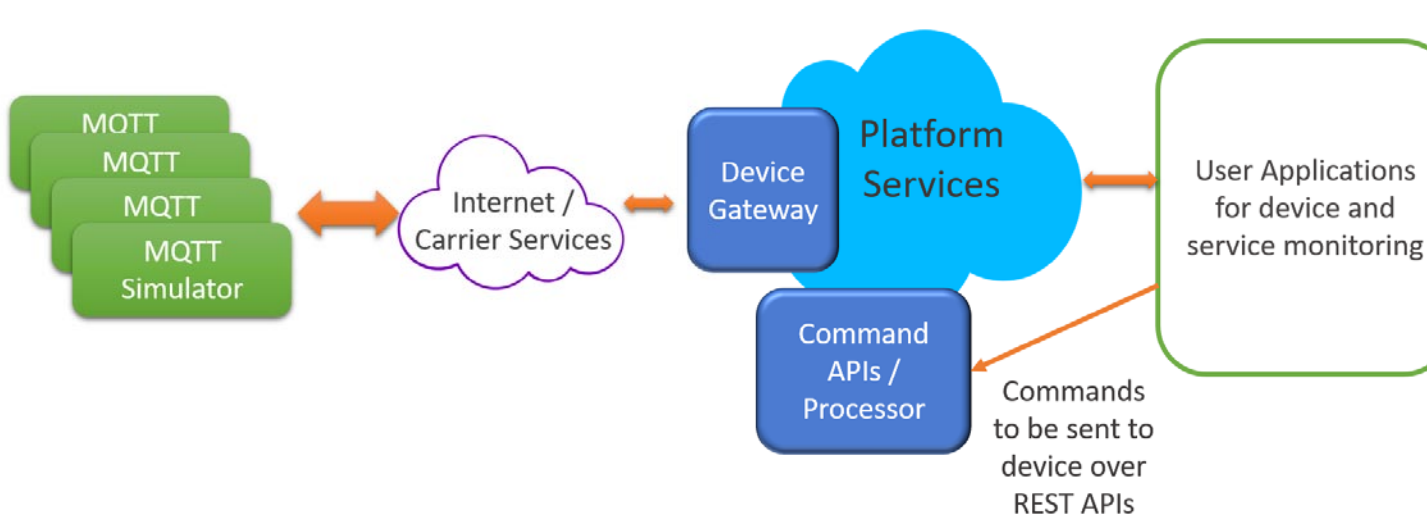
KNOW YOUR END-USERS AND SERVICE PERFORMANCE IN REAL-TIME

HSC's QoE and Analytics solution enables OTT service providers with rich business intelligence to understand their subscribers and the quality of experience they are experiencing on their device. Its feature rich dashboard enables them to understand the end-users preferences, behaviour and engagement under diverse conditions.

The solution empowers the service providers to monitor and analyse the performance of their complete delivery network. With real-time, multi-dimensional and actionable insights they can take data-driven decisions, minimize costs and improve quality of their delivery networks.

The diagram shows a flow from Data Collection to Data Analysis, leading to Monitor, Optimize, and Monetize. It includes components like QoE, Analytics, and Reporting.

HSC ACCELERATOR: MQTT SIMULATOR



HSC's MQTT Simulator harnesses this protocol to create multiple connections and send message payloads to the IoT service. Not only does it help to handle the payload gracefully but also helps uncover the stability issues before the product or service is introduced in the market.

[INTERESTED? LET'S TALK !](#)

News and Events

Feb 19, 2020: Hughes Systique joins the Intel Network Builders Ecosystem

Feb 7, 2020: Meet Hughes Systique at the PSU Conference & Awards 2020 at The Lalit, New Delhi

Nov 04, 2019: Meet Hughes Systique at HITEC, Dubai Show

Oct 10, 2019: Hughes Systique offered Live Wi-Fi experience through its NGH Solution at WGC, Frankfurt

Oct 1, 2019: Hughes Systique will exhibit at the EyeForTravel Show 2019

