

One Hungary Launches New Multi-Network, Super Aggregated Entertainment Service

CLIENT



COUNTRY Hungary

SOLUTION OpenTV and Security Services Platforms

One Hungary, one of Hungary's leading telecommunications companies, selected NAGRAVISION as its system integrator and solution partner to deliver a next-generation, multi-network, super-aggregated TV platform across its networks.

Opportunity: Following the formation of One Hungary in January 2025, the company entered a phase of rapid transformation as part of a fast-growing ICT enterprise. One Hungary aims to modernize its operations by replacing legacy systems and migrating to an advanced, multi-device TV service that is feature-rich, next-generation, and designed to deliver an enhanced entertainment experience for its customers.

Collaboration: Leveraging both the NAGRAVISION OpenTV Video Platform and NAGRAVISION Security Services Platform, both hosted on AWS, the solution for One Hungary features technology partners, 3SS, Sagemcom, and XroadMedia and allows for new monetization opportunities and richer, value-led propositions for One Hungary by delivering personalized and advanced entertainment experiences for its current and future subscribers. The multi-vendor solution includes existing settop boxes alongside the latest Android TV set-top boxes from Sagemcom.

Benefits:

- Ability for One Hungary to become a super aggregator across any combination of Live, SVOD, TVOD, and, in the future, gaming, VR, and other digital services.
- Support for linear TV, catch-up, and nPVR for channels across all One Hungary networks, including cable, IPTV, and future OTT services.
- NAGRAVISION Security Services Platform enables One Hungary to secure multiple network types using a single content protection platform integrated with the 3SS 3Ready product platform to power all experiences across devices, customized to One Hungary requirements.
- Combines local content with global streaming services in a single interface, simplifying access and enhancing content discovery across platforms.
- OpenTV utilizes AWS cloud services Kubernetes, Cloudfront and S3 to ensure peak demand is matched by seamless scaling.



NAGRAVISION was a logical choice because as a nextgen IT and Telco provider, we needed a next generation TV platform solution. Their solutions and experience will make our migration seamless as we improve our service offerings and user experience, while making our operation future proof."

Tamás Bányai
One Hungary, CEO

Value Delivered



Exceed Customers' Expectations

OpenTV offers an easy-to-use experience that simply makes sense to the consumer while providing operators with a streaming solution that will increase consumer engagement, improve customer retention, and expand their subscriber base. User centricity is at the heart of the platform's design. Its rich combination of voice control, intuitive search, program discovery, and recommendation features are brought to life with personalized layouts and menus across live and video-on-demand content.



Make Migration and Integration Easy

NAGRAVISION is that partner and brings its expertise, partnerships, and solutions that are already proven to help our customers navigate the rapidly changing entertainment ecosystem. The OpenTV Video Platform makes innovation accessible to all types of media and distribution businesses, helping them gain market share and stay ahead in a competitive market.



Drive Decision-Making & Security

The OpenTV Video platform utilizes AI and machine learning technology to provide you with data-driven decisioning. This enables you to personalize the entertainment experience and increase user engagement levels. The NAGRAVISION solution is stacked with tools for content aggregation, offer management, bundling and pricing, content management, and app layout visualization. Also, it provides One Hungary with content security capabilities from the NAGRAVISION Active Streaming Protection framework, including multi-DRM.

