

OPENTV ENTERA FOR BROADCASTERS

Meet Audiences Where They Are. Deliver Broadcast-Grade Streaming Experiences.

OpenTV® ENTerA for Broadcasters helps broadcasters expand reach, engage modern audiences, and deliver inclusive, high-quality experiences across every screen.



Executive Summary

Audiences are no longer confined to traditional broadcast channels. They are fragmented across platforms, devices, and formats, while expectations for quality, accessibility, and personalization continue to rise.

For broadcasters, this creates a dual challenge: extending reach beyond linear TV while preserving the trust, scale, and reliability of broadcast. OpenTV ENTerA is purpose-built for this shift. It provides a unified streaming and digital experience platform that enables broadcasters—including Public Service Media (PSM) and private operators—to reach new audiences, deepen engagement, and evolve quickly, without disrupting existing operations.

By combining seamless UX, AI-driven discovery, accessibility-first design, and a fully integrated ecosystem, OpenTV ENTerA empowers broadcasters to deliver modern streaming experiences while maintaining full control over content, data, and the viewer relationship.

Purpose-built for Broadcast

Designed for the unique needs of public and commercial broadcasters in a digital-first world.

Fast Time-to-Market

Launch and evolve streaming services quickly with a pre-integrated platform that reduces complexity and accelerates deployment.

Full Control of the Experience

Design, manage, and optimize content journeys through the Rails Builder.



Solution Benefits

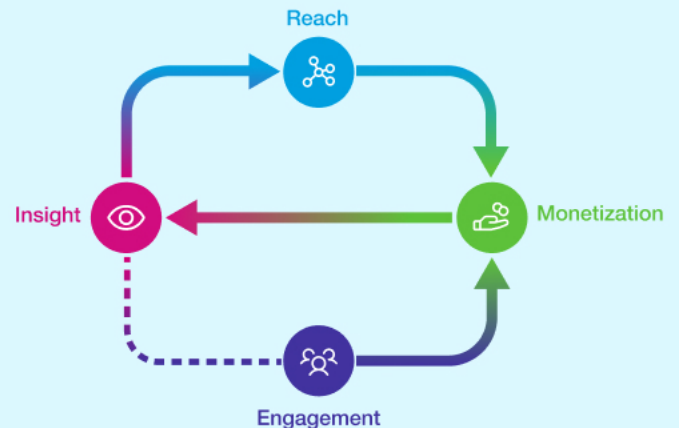
- 1 **Extended Reach Beyond Traditional Broadcast:** Reach audiences wherever they are—across connected TVs, mobile, web, and emerging platforms. OpenTV ENTerA enables seamless live and on-demand distribution, extending content value beyond the initial broadcast through catch-up, clips, highlights, and social—driving continuous engagement across the full content lifecycle.
- 2 **Drive Revenue with Targeted Advertising & Sponsorship:** Unlock new revenue through targeted ads and premium sponsorships. User registration enables richer first-party data, improving segmentation and CPMs. Advanced profiling and behavioural insights power more relevant ad experiences and smarter monetization.
- 3 **Turn Reach into Meaningful Engagement:** Combining AI-powered personalization with editorial control, OpenTV ENTerA delivers intuitive, dynamic experiences—personalized recommendations, curated journeys, and seamless navigation across live, VOD, and third-party content.
- 4 **Deliver Inclusive, Accessible Experiences at Scale:** Accessibility is built in. Multi-language support, subtitles, captions, and audio descriptions—within accessible UI design—help broadcasters meet regulations while expanding reach to diverse audiences.
- 5 **Accelerate Time-to-Market with Full Control:** Launch faster and evolve in real time. With Rails Builder, teams can design, test, and optimize experiences directly, reducing development cycles.
- 6 **Modernize Without Disruption:** Seamlessly integrate with existing CMS, playout, and distribution systems. With phased transformation supported by NAGRAVISION, broadcasters can modernize at their own pace while minimizing risk.

How It Works

OpenTV ENTerA unifies content, UX, and data into a single streaming platform, enabling broadcasters to deliver personalized viewing experiences at scale.

Live, VOD, catch-up, and third-party services are aggregated in one environment and integrated with existing broadcast workflows. With Rails Builder, teams design and adapt content journeys in real time, combining editorial control with AI-driven personalization.

Built-in content bundles, analytics, and monetization tools help broadcasters expand reach, increase engagement, and drive new revenue.



Key Features

OpenTV ENTerA for Broadcasters offers:

Unified Content Aggregation: Manage live, VOD, catch-up, clips, highlights, and third-party services in one platform.

AI-Powered Personalization & Insights: Deliver tailored recommendations and use audience data across broadcast, on-demand, catch-up, clips, and social touchpoints to drive engagement and strategy.

Service Aggregation: Integrate third-party apps and channels into a single, seamless interface.

Accessibility by Design: Built-in subtitles, audio descriptions, and multilingual support.

Monetization Enablement: Support targeted advertising, bundling, and upsell across live, on-demand, and extended reach (catch-up, clips, social extensions).

Seamless Integration: Works with existing CMS, workflows, and broadcast infrastructure.

