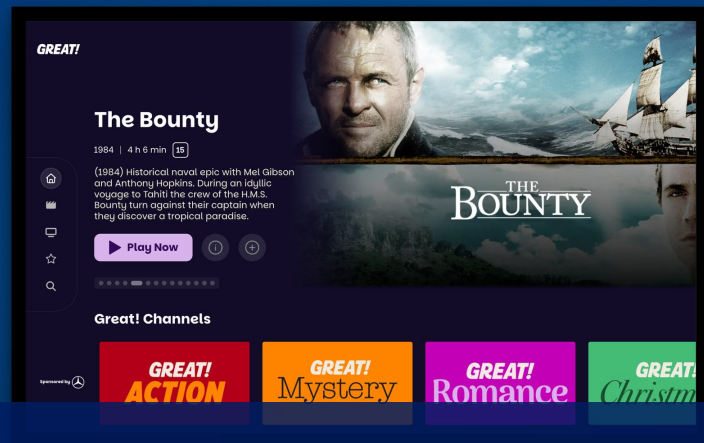




OPENTV® ENTERA

NAGRAVISION Accelerates Narrative Entertainment's Audience Engagement Strategy with OpenTV® ENTera

To strengthen its direct-to-consumer strategy, Narrative Entertainment selected NAGRAVISION to design and deliver an end-to-end OTT platform powered by OpenTV ENTera.

Launched in August 2026, the cloud-native solution leverages first-party audience data to enable personalized content discovery, targeted recommendations, and advertising, while delivering a consistent experience across certified YouView and Freeview platforms. The scalable solution provides a future-ready foundation for continued audience growth, engagement, and monetization.

The Opportunity

As one of the UK's leading independent broadcasters, Narrative Entertainment set out to strengthen its audience engagement strategy by building richer first-party viewer relationships across its digital services.

The goal was to better understand viewer behavior and preferences, deliver more relevant and personalized content experiences, and unlock new opportunities for advertising and monetization.

At the same time, Narrative Entertainment wanted to simplify expansion across connected TV and broadcast ecosystems while maintaining the flexibility to integrate best-of-breed technologies as its streaming services continue to evolve.

"As we continue to evolve our digital services, our focus is on delivering highly relevant and engaging experiences while deepening our understanding of audience behavior. NAGRAVISION's OpenTV ENTera enables us to unify data, personalization and ecosystem innovation into a single platform. This ensures we can strengthen engagement today while creating a scalable foundation for long-term growth and monetization."

Kate Garland
Head of Digital - Narrative Entertainment

The Collaboration

Narrative Entertainment partnered with NAGRAVISION to deploy OpenTV ENTera, bringing together audience management, personalization, content discovery, and service orchestration within a single cloud-native platform.

Working alongside Sofia Digital, NAGRAVISION delivered a modern user experience supported by advanced audience insights and platform services, while also simplifying onboarding, certification, and deployment across key connected TV and broadcast ecosystems, including YouView and Freeview. The result is a flexible, open ecosystem that enables Narrative Entertainment to innovate faster, reduce operational complexity, and continuously evolve its streaming services.



Value and Benefits, Delivered



Unified Cross-Platform Experience

Delivered a consistent, high-quality viewing experience across live broadcast platforms.



Certified Platform Reach

Successfully supported YouView, Freeview, and HbbTV certification, simplifying deployment across key broadcast ecosystems.



End-to-End Platform Delivery

Delivered a complete OTT platform—from design and integration to deployment and ongoing evolution—as a single trusted technology partner.



Future-Ready Foundation

Built a flexible, cloud-native ecosystem that enables continuous innovation and long-term growth.

