

OPENTV ENTERA FOR TELCOS

Transform Connectivity into Digital Leadership and Lasting Customer Value.

Global OTT platforms are redefining how audiences discover, consume, and engage—placing increasing pressure on telcos to evolve beyond connectivity alone. As content ecosystems fragment and customer expectations continue to rise, operators need greater control over the viewing experience, subscriber relationship, and monetization journey.

OpenTV ENTerA for Telcos is a cloud-native, digital experience platform that empowers telcos to reclaim ownership of the viewing experience, subscriber relationship and monetization journey as global OTT platforms continue to reshape audience expectations.

Designed to transform fragmented content ecosystems into a strategic advantage, it enables telcos to deliver more relevant viewing experiences, strengthen customer loyalty and unlock new opportunities for engagement, retention and growth.

Solution Benefits

- 1 Reclaim Control of the Customer Experience:** OpenTV ENTerA enables telcos to own the entertainment interface by aggregating content into a single operator-controlled environment. Rather than directing audiences to disconnected third-party apps, operators retain visibility, engagement, and influence across the full viewing journey.
- 2 Increase Engagement Through Intelligent Discovery:** AI-driven personalization and patented Rails Builder technology dynamically curate content experiences in real time—surfacing the most relevant live, on-demand, and app-based content to every viewer while reducing discovery friction.
- 3 Strengthen Retention and Reduce Churn:** By delivering seamless, multi-device entertainment experiences across connected TVs, mobile, and web, OpenTV ENTerA helps keep subscribers engaged within the operator ecosystem, improving customer loyalty and long-term retention.
- 4 Accelerate Monetization Opportunities:** OpenTV ENTerA enables telcos to introduce new revenue models through targeted subscriptions, content bundles, promotions, and advertising opportunities, powered by real-time audience insights and engagement data.
- 5 Deploy Faster with Greater Operational Agility:** Designed to integrate with existing IPTV, OTT, and video delivery infrastructure, OpenTV ENTerA enables operators to modernize streaming experiences without disrupting core systems.

Built for Telco Scale and Agility

Innovation without Disruption

Integrate seamlessly with existing infrastructure while accelerating innovation and service launches.

Operator-Controlled Entertainment

Bring live TV, streaming apps, and on-demand content into one unified, operator-branded experience.

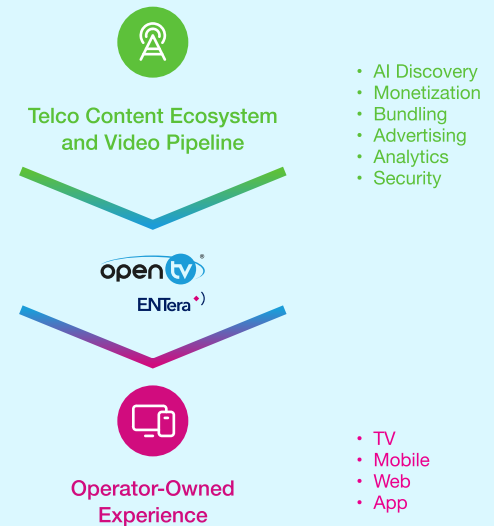
AI-Powered Discovery & Engagement

Deliver the right content, promotions and experiences to every viewer in real time.

How It Works

OpenTV ENTerA brings together digital services, intelligent discovery, personalization, and user experience management into a single operator-led streaming platform for telcos. Live TV, on-demand content, streaming apps, and third-party services are consolidated into one intelligent interface that integrates seamlessly with existing telco TV and OTT environments.

Through AI-driven recommendations and OpenTV ENTerA's patented Rails Builder technology, operators can dynamically shape content journeys in real time, balancing editorial priorities, commercial objectives, and personalized viewing experiences. Built-in analytics, monetization capabilities, and partner integrations help telcos continuously optimize engagement, accelerate innovation, and strengthen subscriber relationships across every device.



Key Features

Unified Content Aggregation: Bring together live TV, streaming apps, FAST channels and on-demand content within a single operator-controlled experience.

Dynamic Content Merchandising: Leverage patented Rails Builder technology to curate, prioritize and promote content dynamically.

Flexible Platform Integration: Integrate easily with existing IPTV, OTT, CRM, billing and subscriber management environments.

Advanced Monetization Capabilities: Support subscriptions, content bundles, targeted promotions and advertising opportunities.

Integrated Partner Ecosystem: Accelerate innovation through integrations with leading content, metadata, recommendation and technology partners.

AI-Powered Personalization: Deliver highly relevant recommendations, and content journeys using audience intelligence and real-time behavioural insights.

Seamless Multi-Device Experiences: Maintain consistent user experiences across connected TVs, mobile applications, and web platforms.

Real-Time Audience Intelligence: Gain actionable insights into viewing behaviour, engagement trends, and content performance.

Cloud-Native Architecture: Scale efficiently with a flexible, future-ready platform built for modern telco operations.

