



HORIZON Broadband LLP

Media and OTT Systems 2022-23

Product Engineering Services

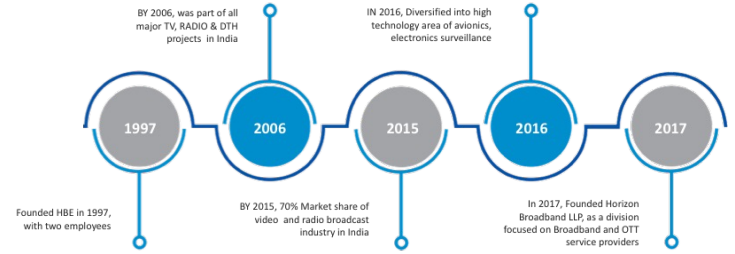
Horizon Group Snapshot



Quality products, Best in class solutions, Excellence in service



An ISO 9001:2000 certified, professionally managed and rapidly growing organization



HORIZON
Meet the Future

Some of our customer references

DTH & Broadcast



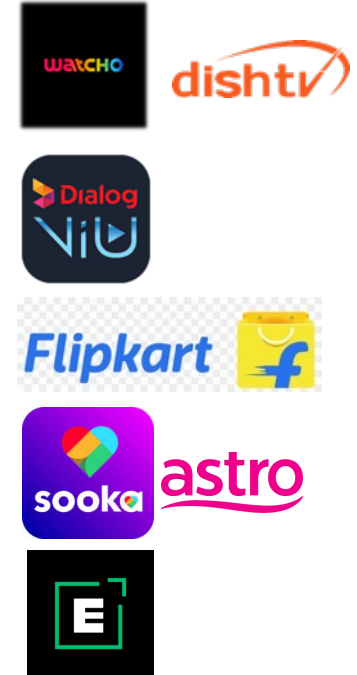
Cable & Broadband



FM & Terrestrial



OTT





What's new in the OTT space

Enhanced User Experience

Gamification of content

Ultra low delay Live combined with Data

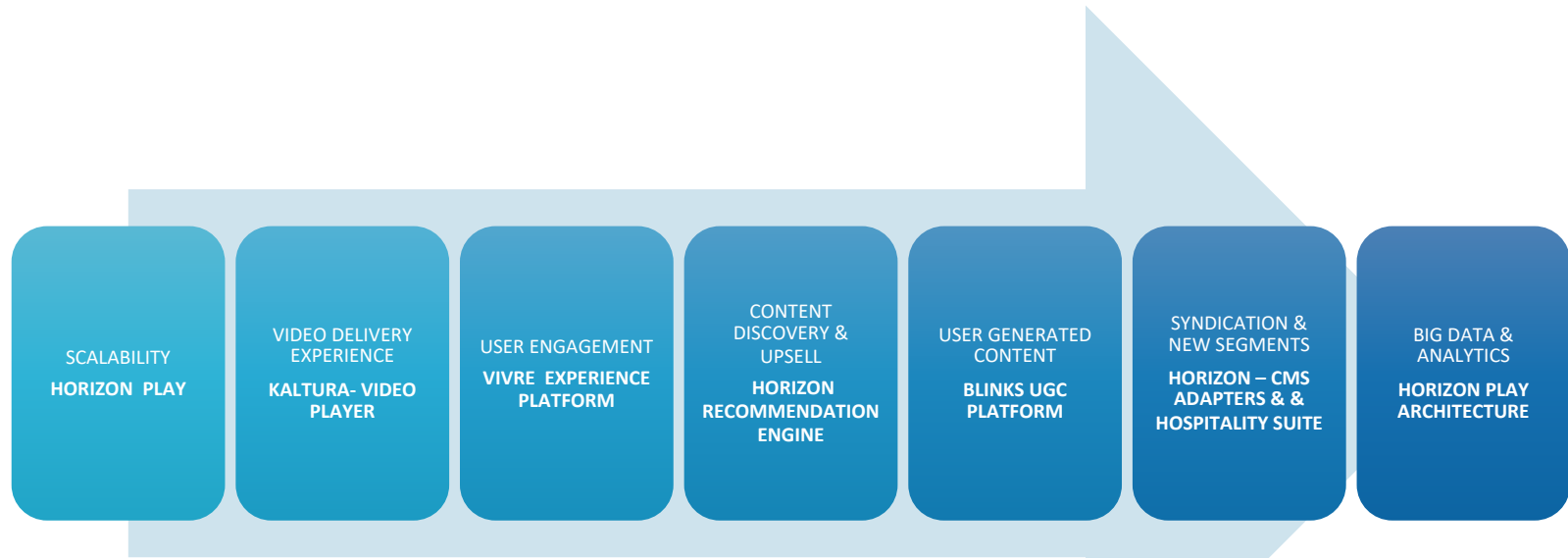
Automated Syndication workflows

UGC

AI and Cross Selling

Innovate - Differentiate - Captivate

Pains of OTT Players and How we help them.....



Optimize - Change the playing field (Bundle/Partner) - Syndicate



Horizon Broadband

Product Engineering

OTT Client Application Development



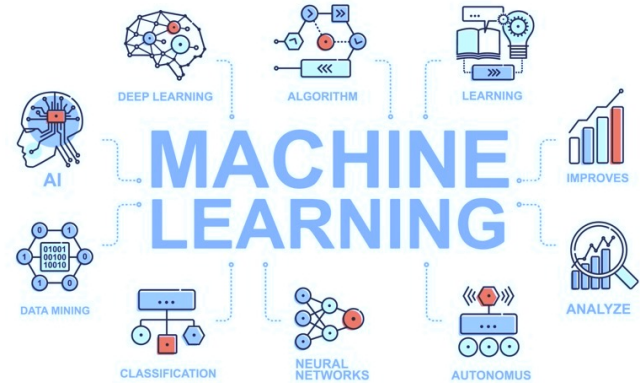
Horizon Application Development

- UI / UX for Media / OTT and immersive experiences
- **Application Development**
- **Media Backends, Integrations, Data Lakes, Middleware**
- Android TV, Operator Tier Android TV and AOSP
- Mobile- Android & IOS
- Web, MWeb and PWA
- Smart Tvs (Apple TV,Samsung, LG, Xiaomi)
- Roku
- Security and Architecture Consultancy

Multiple Tier 1 OTT projects successfully delivered

Horizon Machine Learning Framework

- **Product Engineering Solutions for AI**
- Recommendation Engine
- Meta data enhancement
- UGC Classifier (Video, Audio)
- E-Commerce recommendations
- Personalized EPG
- Operational Improvements (Likely hood of buffering, quality etc)





Case Studies

Kaltura- Horizon Joint projects - Highlights



SI for greenfield OTT platform with Mobile, Web, Android TV & Smart Tv clients
Integrated multiple technology partners including Kaltura, YouBora, Moengage, Dish SMS in record time
Differentiator : User generated content platform (SWAG)



Cross device OTT service – Mobile , Web, HDMI Dongle, Hybrid STB
Integration with Kaltura, YouBora, Dialog SMS,
Partner integrations : Hungama, Lionsgate
Differentiator : Hospitality solution for Hotel customers



Cross device OTT service – Mobile , Web, Android TV & Smart Tv client
Integration with Kaltura, Evergent SMS, Conviva, Clevertap etc
Partner integrations : Telco partner integration with maxis
Differentiator : Launch in record time of 3 months across 3 platforms



Cross device OTT service – Mobile & Web
Develop a unique content experience where the user is able to capture and save insights from content watched for future consumption
Partner integrations : Telco partner integration with maxis
Differentiator : Custom Referral platform that helped Emeritus grow 2X



Dish TV India - Watcho

- **Customer Background**

- DishTV India is a subsidiary of Zee Group.
- It was ranked # 437 and # 5 on the list of media companies in Fortune India 500 roster of India's largest corporations in 2011.
- In 2018, Dish TV completed a merger with Videocon d2h, creating the largest DTH provider in India catering to over 28 Million customers.

- **Business Challenge**

- Provide a next generation TV solution (Multiscreen Applications, HDMI dongles & STB)
- Should support User generated content

- **Results Delivered**

- Live in record time
- Dish TV's customers can consume live, on demand & catchup content on any device

The Watcho logo is displayed in a black square. The word "WATCHO" is written in a colorful, multi-colored font where each letter has a different color (W: red, A: orange, T: yellow, C: green, H: blue, O: purple).

Dialog – Sri Lanka



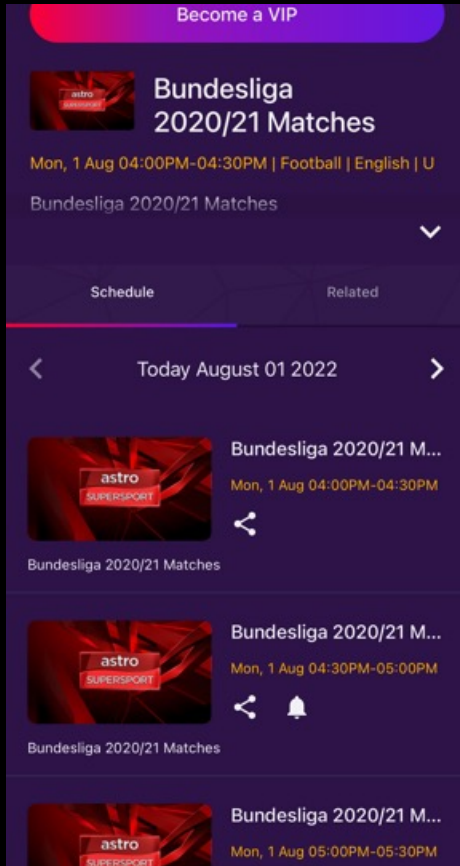
- **Customer Background**
 - Dialog Axiata PLC, is one of Sri Lanka's largest telecommunications service providers, and the country's largest mobile network operator with 14.275 million subscribers.
 - In addition to its core business of mobile telephony, the company operates a number of services including Dialog TV, a Direct To Home Satellite TV service and Dialog Global which provides international telecommunication services. Dialog Broadband offers fixed-line and broadband internet services.
- **Business Challenge**
 - True cross-device Pay-TV service, available on Mobile, Web, Android TV STB, HDMI dongles managed by a holistic next generation TV service including Live TV, VOD, catch-up & more
 - End to end Hospitality platform
- **Results Delivered**
 - Fast time to market using Horizon's template applications for iOS, Android, and Web - MVP delivered in record time.
 - Multiple integration points
 - Hospitality segment in development process

Emeritus Insights

- **Customer Background**
 - Emeritus, part of the Eruditus group, partners with top-tier universities across the United States, Europe, Latin America, India and China to bring world-class business and professional education to a global audience.
 - Emeritus Insights is their OTT platform bringing Educational content meant for individuals and Enterprises. The platform delivers various series from thought leader, business leaders and other inspirational leaders
- **Business Challenge**
 - Develop a unique content experience where the user is able to capture and save insights from content watched for future consumption
 - Create a custom referral platform to allow various promotional campaigns and referral schemes
- **Results Delivered**
 - Fast time to market using Horizon's template applications for iOS, Android, and Web - MVP delivered in 3 months flat.
 - Multiple integration points with various analytics tools



Astro, Malaysia

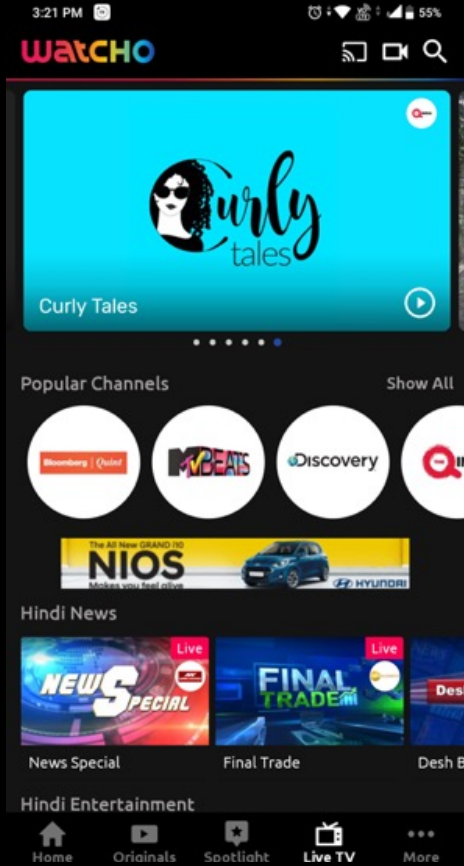


App Screenshots (Sooka, Astro)

- OTT
- LIVE TV
- TPT Integrations
- User Management
- Android, iOS, Android TV, Samsung, LG and Web



DishTV, India



App screen shots – Watcho (Dish Tv)

LIVE TV

OTT

EPG

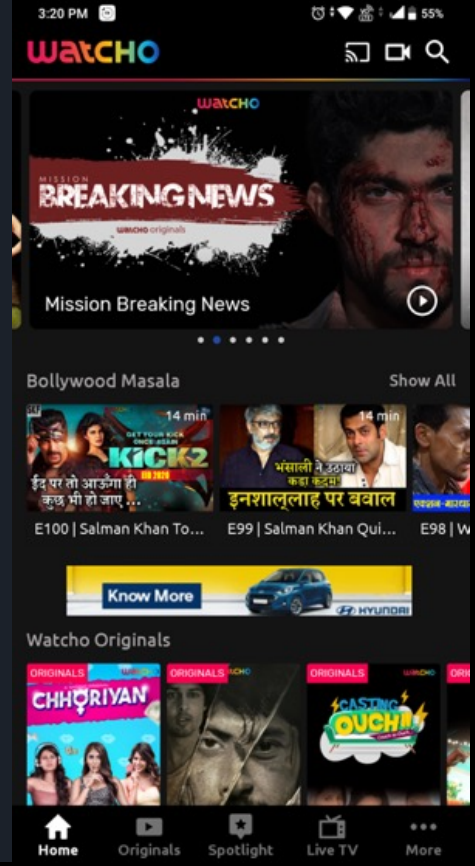
SMS

User Generated Content

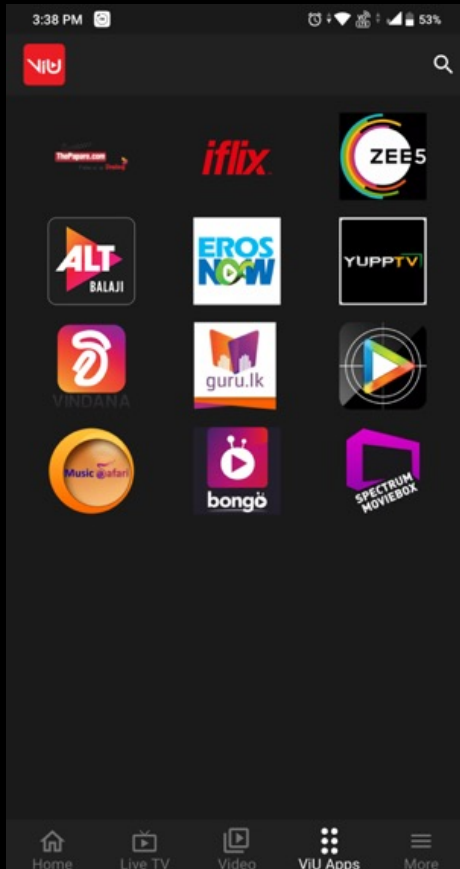
Gamification

TPT Integrations

Android, iOS, Mobile, Mobile Web, Android TV and PWA



Dialog, SriLanka



App Screenshots – Dialog Viu

LIVE TV

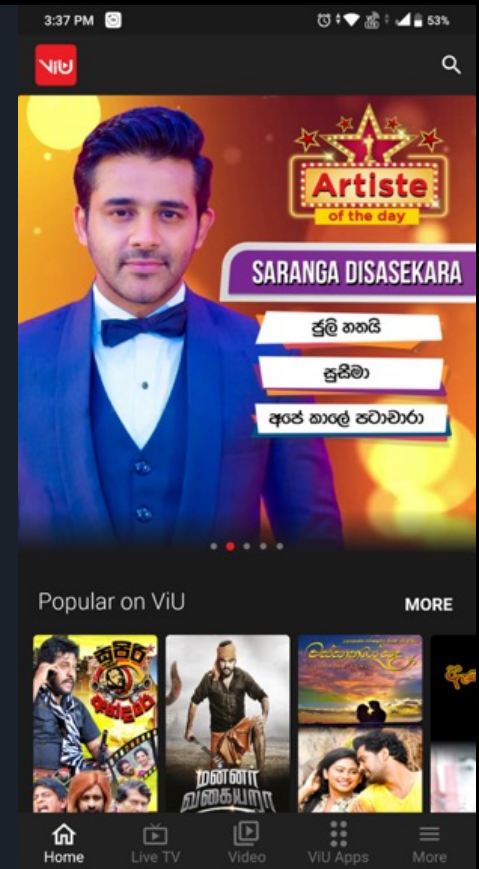
OTT

EPG

SMS

TPT Integrations

Android, iOS, Mobile, Mobile Web, Android TV Custom
Launcher , PWA and Android ATV App



A decorative network diagram in the top-left corner, consisting of various nodes (some solid grey circles, some hollow white circles with grey outlines) connected by thin grey lines. The nodes are arranged in a complex, interconnected pattern.

Thank You !

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, featuring nodes and connecting lines.