



// LIVE STREAMING PLAYBOOK

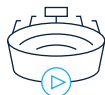
Telkomsel's New OTT Service Is a Major Hit With Sports Fans

Keep subscribers coming back for more.

WHAT FANS CRAVE



LIVE
SERVICES



LIVE SPORTS
STREAMING



EXCEPTIONAL
VIDEO QUALITY



THEMED
CHANNELS



MEMORABLE VIEWING
EXPERIENCES

THE GAME PLAN

The strategy was to launch an OTT service called MAXstream. Telkomsel wanted to use live and VOD content from the 2018 World Cup to support its premium data mobile subscription offer. The biggest challenges Telkomsel faced to launch MAXstream were ensuring scalability and superior video quality — both critical success factors in an OTT environment.

Telkomsel needed a video solution to bring agility to its operations and it had to integrate into the existing ecosystem. There was also a short deployment window. Just six weeks before opening game, Telkomsel was still looking for a solution.



“In the OTT environment, agility and scalability are critical. VOS360 Live Streaming Platform made it possible to launch additional channels in a matter of hours.”

Crispin P. Tristram

Head of Digital Lifestyle at Telkomsel

THE PLAY-BY-PLAY

Harmonic's VOS®360 Live Streaming Platform was a perfect fit. The solution handles everything for the MAXstream service, from IP ingest to delivery. It was deployed within four weeks, and ready to go for the first game. After only the first month, 3.9 million active users were live streaming content. 70% of which are currently engaging with sports content on an intermittent basis.

Our SaaS business model makes live streaming simple. Teams of experts ensure that content always streams smoothly and securely, with the highest possible video quality. The VOS360 platform also provides serious savings with EyeQ™ content-aware encoding. It leverages artificial intelligence-based technology to reduce bandwidth consumption by up to 50%.

The entire ecosystem enables viewers to enjoy compelling live and VOD content on any device using iOS and Android™. The solution provides content to Akamai's CDN, and uses Accedo's user experience engine. Other integrations include DRMtoday from castLabs, which manages digital rights. These close partnerships were instrumental for proper planning.



THE WIN

Harmonic has provided Telkomsel with the simplicity, flexibility and rapid time to market that OTT service delivery requires. The solution enabled Telkomsel to scale on the fly and serve 550,000 concurrent viewers during international championship events.

These successes have resulted in continual growth. The VOS360 Live Streaming Platform remains integral to Telkomsel's OTT strategy to deliver more video on every screen.

THE POWER OF VOS360 PLATFORM

Reduce costs by
50%
for storage and CDN



Seamless
integration



Live events
streamed at scale



Simple
channel creation



High-viewership
moments monetized