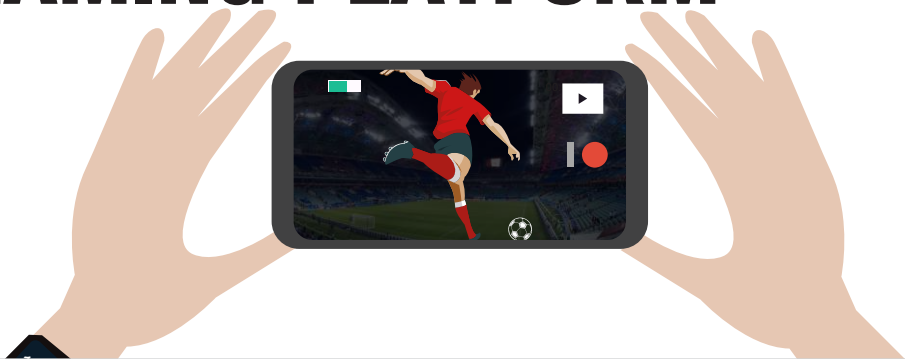


**POWERING
FIFA WORLD CUP 2018
LIVE STREAMING ON A
LEADING TELECOM
OPERATOR'S APP WITH
COMVIVA LIVE
STREAMING PLATFORM**

comviva
A TECH MAHINDRA COMPANY



Leading Telecom Operator
Next Generation Networks,
Life Enriching Mobile
Friendly Services



CUSTOMER

**MYANMAR'S
LEADING TELECOM OPERATOR
WITH NATIONWIDE 3G AND
2G PRESENCE AND THE
WIDEST AND STRONGEST
4G NETWORK IN
THE COUNTRY**



A leading telecom operator wanted to use its next generation, high speed network for providing life-enriching, mobile friendly communication services to its subscribers. With this goal in view, the operator launched their app in August 2014, with the primary focus on digitization, as well as opening new avenues of revenue and customer experience opportunities.

WINDOW TO THE NEXT GENERATION OF DIGITAL SERVICES



**My
APP**

CURRENT ACCOUNT STATUS

BALANCE

PREVIOUS BILLING HISTORY

OFFERS

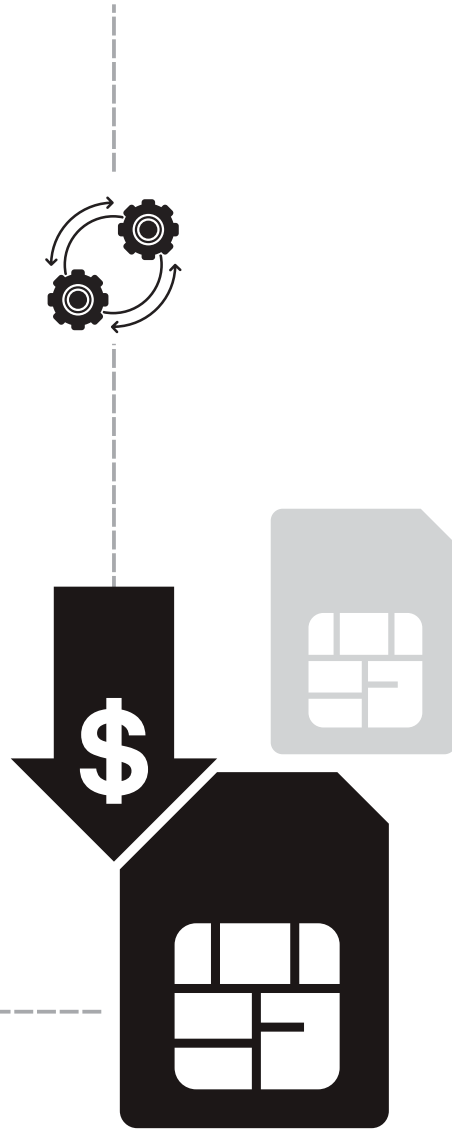
PROMOTIONS ON TOP-UPS

RECHARGES.

The app was available in the English and Myanmar language. The self-service option allowed the user to simply click to check their current account status, balance, previous billing history, offers and promotions on top-ups and recharges.

**THE SELF-SERVICE OPTION,
HAD THE CUSTOMERS TRULY
EMPOWERED DIGITALLY**

**ON THE OPERATOR FRONT,
THE SELF-SERVICE OPTION
REDUCED THE OPERATOR'S
CONTACT CENTER COSTS,
WHICH ALLOWED THEM
TO FOCUS ON MORE
COMPLEX ISSUES AND
CUSTOMER QUERIES**













**ON THE REVENUE FRONT,
THE SELF-CARE APP
INCREASED THE CONSUMPTION
OF NEW DIGITAL SERVICES**

**through self-discovery and greater
personalization of offers and
communications through cutting edge
technologies like AI and Machine learning.**



SINCE THE INCEPTION OF THE APP, THE OPERATOR HAS ADDED MANY MORE SERVICES

with the aim of becoming the focal point of all their customer's digital needs.

-  **GAMES**
-  **VIDEOS**
-  **MUSIC**
-  **SPORTS**
-  **EDUCATION**
-  **APPS**
-  **SMS SUBSCRIPTIONS**
-  **SIM REGISTRATION**
-  **PROMOTIONS**
-  **LIVE CHAT**



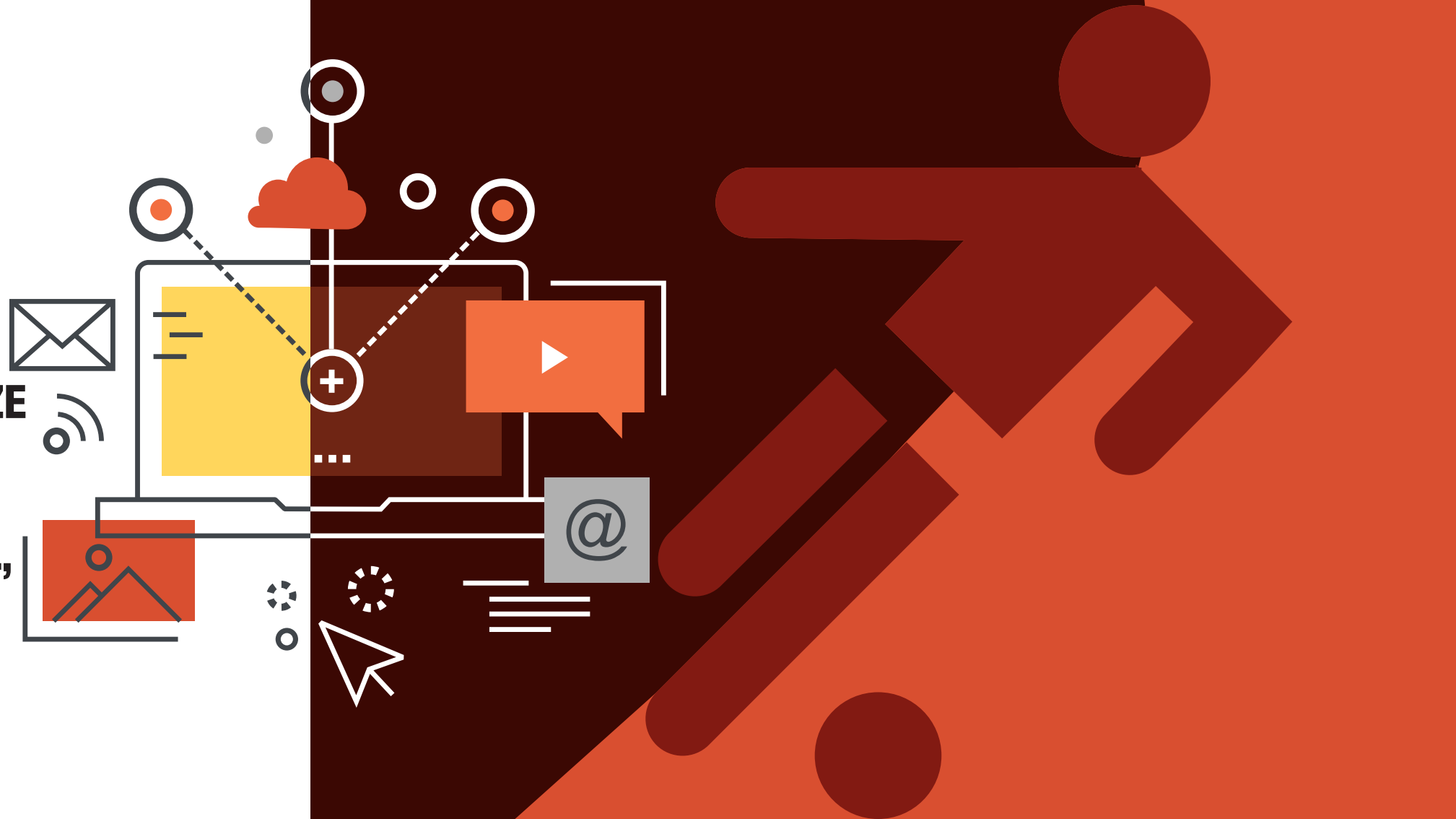
N E E D

SUCCESS FOR THE OPERATOR LAY IN DRIVING NEW USERS TO THE APP, WHILE ACTIVATING DORMANT USERS.



THREE IMPERATIVES

- 1 THE OPERATOR HAD TO FIND NEW SERVICE(S) FOR ATTRACTING NEW USERS TO THE APP
- 2 THE OPERATOR HAD TO INCENTIVIZE DORMANT USERS TO GO DIGITAL
- 3 THE OPERATOR HAD TO CREATE 'A NEED THAT WOULD BE SO GREAT' FOR THE SERVICE THAT IT COULD HELP IN OVERCOMING CUSTOMER INERTIA TO GOING DIGITAL



FOOTBALL IS A POPULAR SPORT IN MYANMAR

as it has a massive fan
following in both the rural
and urban parts of the country.

SKYNET had to figure-in the high cost of
securing the feed to the FIFA World Cup 2018
making commercial operations unviable in Myanmar. With
only a limited number of options for watching live action, the
typical football fan had to fall back on illegal footballing content
available on the internet.



With pay TV subscription in the
low single-digits, broadcasters
like SKYNET were unable to
reach Myanmar's strong
viewer base of football fans.

LIKE IN EVERY OTHER FIFA WORLD CUP, THE 2018 FIFA WORLD CUP LOOKED BEYOND THE ACCESS OF FOOTBALLING FANS IN MYANMAR, UNTIL
A LEADING TELECOM OPERATOR STEPPED IN TO SAVE THE DAY FOR THE ORDINARY FANS IN MYANMAR.



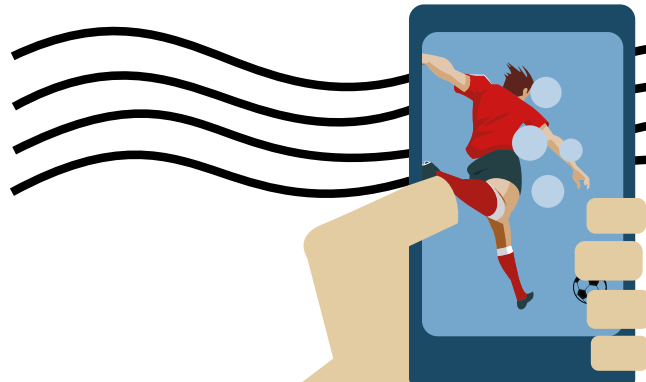
THE LEADING TELECOM OPERATOR ENTERED INTO AN AGREEMENT WITH SKYNET TO SHARE THEIR FIFA WORLD CUP 2018 LIVE FEED TO IT'S USERS.

With this service, the users of the operator's app could watch matches live anytime, anywhere on their mobile phones at zero subscription cost. With FIFA live streaming, **finally the operator had answers for increasing digital usage on their app. Now all they needed was a technology partner who could understand the business quickly and enable the service to go live in 14 days.**

BUSINESS CHALLENGE #1

TO ENSURE A QUICK TURN-AROUND AS THE EVENT WAS TO GO LIVE IN 14 DAYS

Without experience in live broadcasting, the leading telecom operator needed help from an external technology partner to execute the project in the limited time-frame



BUSINESS CHALLENGE #2

THE OPERATOR HAD TO KEEP OPEX / CAPEX COSTS UNDER CONTROL, AS THE LIVE FEED FOR THE FIFA WORLD CUP 2018 WAS ONE-OFF EVENT.

Without experience in live broadcasting, The operator needed help from an external technology partner to execute the project within the limited time-frame



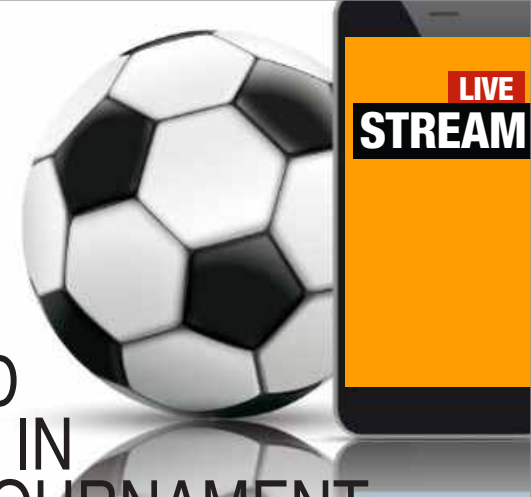
BUSINESS CHALLENGE #3

THE OPERATOR WANTED TO PROVIDE SUBSCRIBERS WITH BEST IN CLASS VIEWING EXPERIENCE CONSISTENT WITH ITS BRAND POSITIONING IN MYANMAR



BUSINESS CHALLENGE #4

WITH VIEWERSHIP EXPECTED TO INCREASE DRAMATICALLY IN THE LATER STAGES OF THE TOURNAMENT, **THE OPERATOR NEEDED A PLATFORM THAT WOULD ENABLE ON-THE-FLY CUSTOMER EXPERIENCE MANAGEMENT** FOR ENSURING SEAMLESS AND UNINTERRUPTED FIFA STREAMING TO IT'S USERS



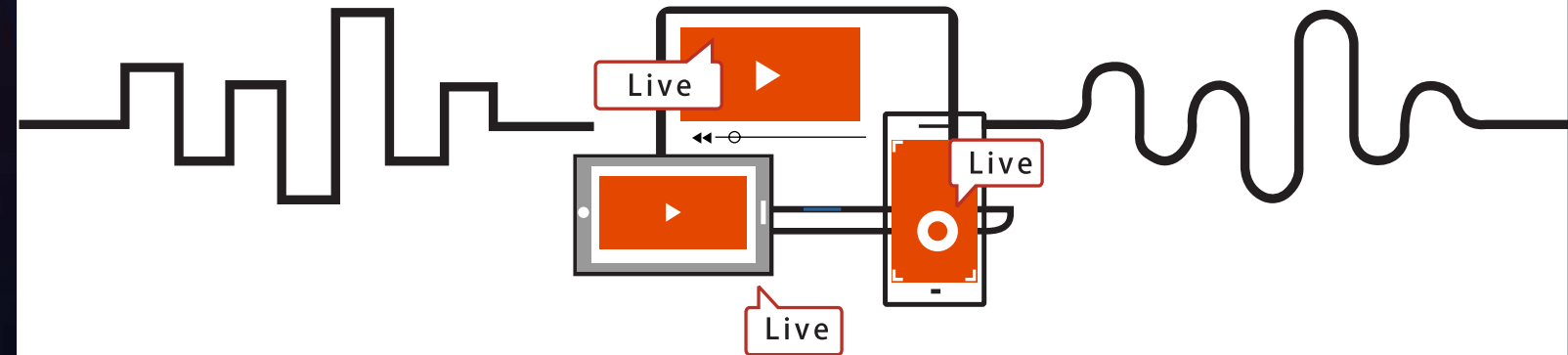
BUSINESS CHALLENGE #5

THE SERVICE HAD TO BE
MARKETED VERY AGGRESSIVELY
AS IT WAS AN ONE-OFF EVENT



TECHNICAL CHALLENGE #1

IN ORDER TO STREAM MATCHES
LIVE TO MOBILE SUBSCRIBERS,
THE OPERATOR NEEDED **EXPERTISE IN
ANALOG TO DIGITAL CONVERSION**



TECHNICAL CHALLENGE #2

WITH MOBILE LIVE STREAMING,
THE OPERATOR WOULD HAVE TO TAKE
**VARIOUS DEVICES AND DIFFERENT
RESOLUTION RATES INTO
CONSIDERATION**



TECHNICAL CHALLENGE #3

ONCE THE SERVICE WAS LIVE,
THE OPERATOR WOULD NEED
**A PERFORMANCE AND BILLING
REPORTING MECHANISM**



SOLUTION

Comviva's **LIVE TV BROADCASTING PLATFORM**

allowed the operator to handle multiple types of scenarios in a seamless manner

LIVE
BROADCASTING

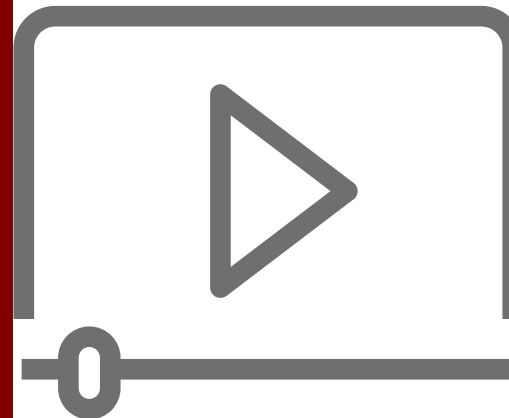
COMVIVA WAS THE OPERATOR'S PREFERRED PARTNER, BASED ON **SUPERIOR TECHNICAL KNOWHOW** AND **EXTENSIVE EXPERIENCE** THAT COMVIVA HAD WORKING WITH THE BRAND

Our solution:

Established compatibility with a very wide range of mobile devices, which ensured that the **customer** received the highest level of viewing experience irrespective of the form factor or screen size

Served video to consumers at a **resolution of their desire**, which allowed the operator to scale the service automatically to 3G as well as 4G user

Mediated flow of live TV content and while handling subscription control, customer lifecycle management, and support a multitude of charging scenarios



In the run up to the world cup, the operator invested in ATL and BTL marketing initiatives leveraging multiple channels like **IVR, SMS, social media, in-app push notifications** to reach out to the key population segments. International stars like Messi were part of the campaign to drive virality. The operator was able to increase the number of apps downloaded, which resulted in increased digital usage.



CLIENT TESTIMONIAL

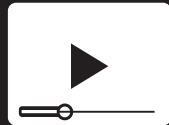
“AS A LEADING TELECOM OPERATOR THAT CARES ABOUT CUSTOMERS AND WOULD LIKE THEM TO GET CONNECTED WITH THE WORLD AND ENJOY THE MOST POPULAR SPORT IN THE WORLD. NOW, THEIR CUSTOMERS ONLY NEED TO HAVE A SIM AND THE APP INSTALLED TO THOROUGHLY ENJOY FIFA WORLD CUP RUSSIA 2018 LIVE ON THEIR DEVICES, ANYWHERE, ANYTIME.”

— Vikram Sinha, CEO , Leading Telecom Operator, Myanmar

RESULTS

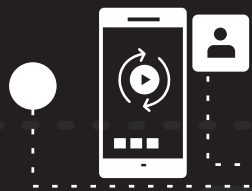
COMVIVA'S LIVE TV BROADCASTING PLATFORM

Allowed the operator to provide mobile live FIFA World Cup 2018 streaming to it's users.



THE SERVICE HELPED THE OPERATOR

In creating new digital users through the operator's app, driving data usage and ARPU's for the operator.

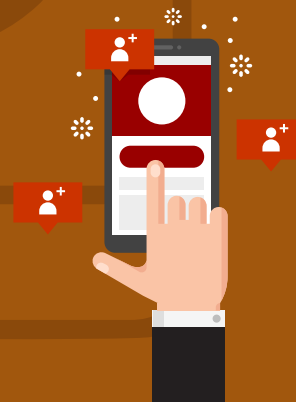


The operator added 320K new users, out of which 230K continue to use the service.



THE SERVICE WAS POPULAR IN MYANMAR

In both rural and urban areas achieving the twin aim of democratizing the sport while creating new digital users in the country.



ALMOST 200 TB OF EXTRA DATA

Was consumed, with 47% increase in data per subscriber.



ONE OF THE BIGGEST ADVANTAGES

Of mobile live streaming was that it allowed football fans to watch the matches anytime, anywhere.

