powered by
CELFOCUS

Vodafone TV Analytics
Getting new Insights from Customers' Digital TV Experience

TV has become a core offer for CSPs across the globe, with huge revenue potential. Considering the existing success of its OpCos in this area, the Vodafone Group aimed to improve its TV services, leveraging data insights from various geographies.

Being a strategic Vodafone partner, Celfocus supported the development of the **new Vodafone TV Analytics** platform, setting up the cloud infrastructure, developing the solution, and deploying and operating it.

DATA COLLECTING

TV DATA **TV PLATFORMS**

A OPERATOR
B OPERATOR
C OPERATOR

DATA INSIGHT

DATA BROKER | **TV CENTRIC DASHBOARDS**

Data collection & normalisation

REAL TIME   CLOUD

BUSINESS TEAMS
Marketing
Operations
Management

LOCAL Reports

GROUP Reports

Types of data generated from Set-top-boxes (STBs) and Mobile devices:

- BEHAVIOUR DATA
- VIDEO QUALITY DATA
- TECHNICAL DATA
- CONSUMPTION DATA

Technologies

aws   tableau   elastic   kibana

CHALLENGE

Aware of the potential of TV as a strong revenue stream, the Vodafone Group wanted to take a step further and provide unique insights to its different OpCos, leveraging technical and behavioural data across geographies and delivering meaningful knowledge on Vodafone TV to its stakeholders: management, marketing, operations, and IT.

Additionally, Vodafone needed to comply with content providers' reporting requirements, making the need for a centralised analytics tool critical in the VTV ecosystem.

SOLUTION

Developed with the support of Celfocus, the new Vodafone TV Analytics platform aims to provide advanced reporting both to content providers and OpCos, flexible enough to cater to the needs of different stakeholders and implementations, and across diverse geographies. The existence of many data sources and increasing OpCos demands a centralised vision over every OpCo, thus reducing complexity.

Using AWS technology, this cloud-based TV-centric solution provides pre-built and custom dashboards and is pre-integrated with the Group's TV platform.

BENEFITS

The Vodafone Group and the different OpCos now have a solution that enables them to comply with content providers' reporting requirements in a flexible, reliable, and accurate manner. By controlling the entire data chain from the data collection process, all stakeholders have great trust in the information being provided.

The pre-defined reports allow the establishment of a comparison baseline among the different OpCos, enabling synergies, sharing experiences, and planning for the future.

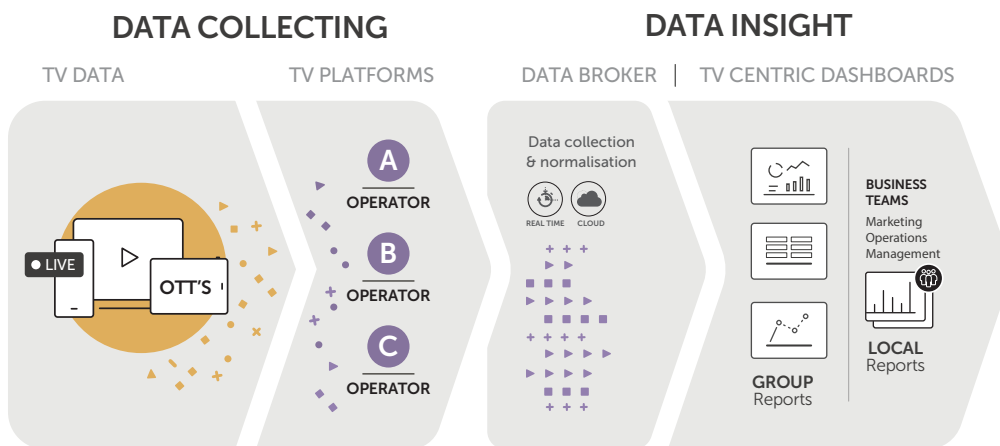**300 KPIs** pre-calculated and available for analysis

More than 3 million registered households

10 OpCos already Live!

More than 3TB of daily data ingestion

WWW.CELFOCUS.COM