SWISSCOM MAXIMIZES CONTENT UPTAKE WITH VEWD

We were excited to see such high customer engagement with the NASA TV app through our promotion. The Vewd Content Suite APIs made it easy to set up and launch, which is critical for curating recommendations and driving users to a live streaming event.

— Daniel Glauser, Head of Entertainment Devices & Quality at Swisscom

Swisscom's pay TV service, "Swisscom blue TV", has, since its launch, led the market in Switzerland with a range of innovations, such as live replay and pause, extended recording options, a voice control system that understands Swiss dialects, ultra-sharp UHD HDR images, and the integration of the most popular global OTT apps.

For subscribers, Swisscom blue TV is available as an app for smart TVs, or via the Swisscom Box set-top which provides the best experience of the service whatever the TV.

THE CHALLENGE

In developing the Swisscom Box, Swisscom wanted to extend the range of OTT content available to its subscribers to maintain its position as the leading one-stop shop for TV consumption in Switzerland. At the same time, Swisscom wished to be able to run campaigns to highlight new and exciting content events to maximize subscriber uptake.

THE SOLUTION

Swisscom's solution was to take advantage of Vewd's cloud-based OTT content offering. Vewd's contribution was:

Vewd Content Suite – A suite of cloud-based content tools including:

- The **Vewd App Store** - Access to hundreds of apps and content sources from leading providers worldwide.
- **Content Suite APIs** to enable the promotion of apps in the TV user experience.

Vewd Core – the underlying technology platform. A robust, open, HTML5 rendering engine for creating connected, interactive TV experiences. Vewd Core is the most widely-deployed platform for delivering OTT apps, and user interfaces, on TV devices.

Vewd Media Player Module – A full-featured streaming stack ready for video, audio and DRM integration in OTT applications. Used in this case to support adaptive streaming and playback of premium content from the App Store.

BENEFITS

As a result of the continuing partnership with Vewd, Swisscom offers the broadest range of OTT apps and content to its subscribers, and has been able to run effective promotions to ensure that subscribers are fully aware of the value that Swisscom blue TV offers.

METRIC

On February 18, 2021, the world watched as NASA's Perseverance Rover touched down on Mars. Using the APIs in Vewd Content Suite, Swisscom created a timely promotion that linked directly to the NASA TV app on the Swisscom Box home screen resulting in more than 20,000 new unique users watching the landing on their TVs.