



TDS Telecom rolls out TDS TV+ with Velocix streaming platform

Background

TDS Telecom delivers high-speed internet, TV entertainment, and phone services to nearly 1,000 rural, suburban, and metropolitan communities across the USA. With more than 1.2 million connections, TDS is a rapidly growing technology company.

Powered by fiber-optics, TDS delivers up to 1 Gigabit internet speeds and offers internet-protocol based TV entertainment solutions along with traditional phone services.

Challenge

TDS sought to deliver a more personalised and engaging entertainment experience on a wide range of consumer devices, with a view to attracting and retaining video subscribers in its highly competitive markets across 31 U.S. states.

Branded TDS TV+, TDS's new Android TV-based streaming video service was to replace two legacy cable systems and an established IPTV solution, unifying the network and integrating both managed and unmanaged video delivery.



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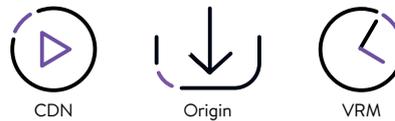
Solution

TDS launched the first phase of its next generation TDS TV+ service in central Oregon, USA, with the content delivery powered by Velocix's suite of IP video applications, including on-net licensed CDN, origin server, and video recording solutions.

The new streaming platform delivers high performance and efficiency with carrier-grade robustness. It enables TDS subscribers to watch linear programming, video-on-demand, and personalised video recordings on a multitude of consumer devices, including TVs, PCs, mobile devices, and the most popular streaming media players.

Consumers can enjoy more than 180 channels on their own schedule, as well as accessing an extensive library of on-demand and pay-per-view content. Additionally, internet-based offerings, including Netflix and YouTube, can be accessed directly through the new service.

Video applications deployed



“Velocix’s integrated software platform enables TDS to deliver a more personalised and engaging entertainment experience on a wide range of consumer devices, which is critical to attracting and retaining video subscribers in our highly competitive markets.”

Mark Barber
SVP of Network Operations, TDS

Result

By basing its new TDS TV+ service on Velocix’s IP video streaming platform, TDS has created a robust and highly flexible foundation for growth, enabling the company to bring innovative multi-screen services to its expanding base of premium video subscribers.

