

## Iskon: A frontrunner with Beenius

The agile telco Iskon provides its Croatian users with Iskon.TV and viewers will now be able to avoid exhausting TV channel surfing. Iskon.TV offers around 10,000 TV programmes available at any moment with new recommendation dashboard provided by Beenius.

The new recommendation interface will be free of charge for all Iskon.TV users and available by simply pressing the number 0 key on the remote control. All the programmes that are currently being broadcast on TV are brought together in a unique spot. Not only films and series, but ALL TV content – news programmes, quizzes, entertainment, reality shows, sport, and music.

The programmes are comprehensively divided into categories and available for search and viewing, irrespective of whether they are currently being broadcast or were broadcast a week ago. There are around 10,000 available programmes able to identify film genres, specific series, your favourite actors, and the types of programmes you are fond of.

In addition, it shows your favourite programmes on the TV home screen the moment you turn on your TV. This is the television of the future. “The new Iskon.TV is intelligent, personalised, and entirely adapted to the modern user who is no longer satisfied with the linear way of watching TV programmes. Younger generations of users perceive it as outdated and opt for platforms that enable home screen personalisation, recommendations, and content search. New Iskon.TV currently works like YouTube or similar online services, yet it is even smarter, since you do not have to “like” anything in order to comprehensively inform it of your preferences”, commented Krešimir Madunovic, CEO of Iskon, presenting the new Iskon.TV.

The new Iskon.TV is the result of co-operation with Beenius, provider of Interactive TV platform and its partner Think Analytics, the global big data leader and a Google partner. The discovery and recommendation service includes all the content that is currently broadcast on Iskon.TV, as well as the content recorded within the last seven days.

“In case one of your household members watches cartoons in the morning and action movies in the evening, personal recommendations will be provided based on these habits. Hence, in the morning the interface will highlight SpongeBob SquarePants, and in the evening, there will be the latest Batman sequel that was broadcast on channel TV1000 last night while you were sleeping, unaware of its being broadcast. Isn't that marvellous,” explained Ivan Runje, head of product development at Iskon.



iskon.

# Seamless new services for all providers

Beenius tells *Euromedia* about two important new partnerships helping it provide end-to-end services for a range of existing operators.

“As veterans of providing an Android TV platform we were searching for partners who would help us to provide an end-to-end solution and leap-frog other providers with Android,” says

Filip Remškar, CEO of Beenius.

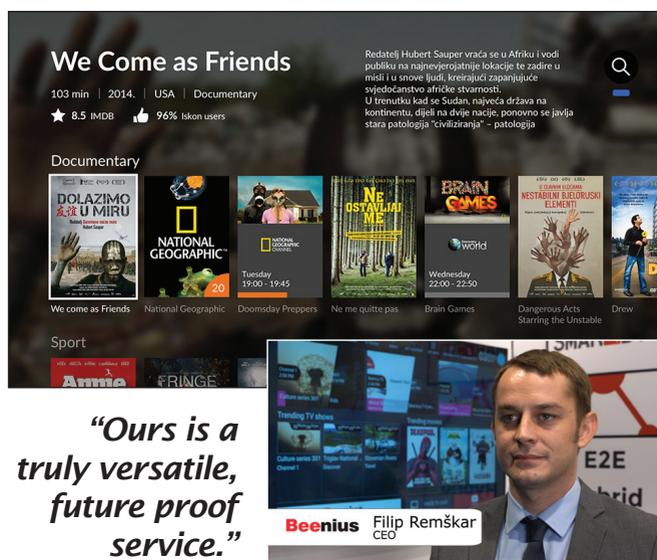
“For content security we have partnered with Conax and this means we can propose our solution across the market: telco, cable, terrestrial, and satellite providers. It means they can combine a best-of-breed solution with legacy systems in order to quickly bring value added provision to their audiences.”

“Beenius takes care of the end-to-end system integration, the middleware and our systems functionalities. Conax provides the security whether it is for phone, tablet, set-top-box.”

**RECOMMENDATION.** “This year, we have also focused a lot on recommendation and personalisation. To enhance our own system, we have made a partnership with Think Analytics, which we see as the best company in the field, to bring this solution to life. It has also brought benefits to targeted advertising a field we see developing a great deal in the next few years.”

“We are investing heavily in targeted advertising. We see that not only do we have to bring content of relevance to the

viewer, it also has to be about the business case for the telcos as well. Our t-commerce abilities and recommendation mean the service can be a better experience for the user and the operator.”



**DATA.** “We have one platform that can serve IPTV, OTT, and hybrid on Android or Linux set tops and across all smart devices. We see that in many telcos, there is a lot of legacy systems and we can work alongside this. So, if DVB-C is in use, we can be there to support them adding value added services and they can then transition to IPTV or OTT at their own pace. Ours is a truly versatile, future proof service.”

“Looking ahead we see functionalities like freemium – which is already implemented with Beenius – really kicking off. Beenius is a media system integrator and adviser to the telco and cable companies and satellite operators. We recognise they have made investment in existing systems, but we want to provide new technology alongside that to bring some new services and novelties to their customer base. We implement all this from one single platform and that is truly unique to Beenius.”