

NAGRAVISION, Samsung, and GTPL Elevate Linear TV Access on Connected TVs with TVKey Cloud

CLIENT



COUNTRY India

SOLUTION TVKey Cloud

GTPL Hathway Limited, India's largest multi-system operator (MSO), has partnered with NAGRAVISION and Samsung to launch secure linear television content directly on Samsung Connected TVs using TVKey Cloud. This groundbreaking service allows GTPL subscribers to access premium live TV content without a set-top box, simplifying their entertainment experience while offering top-tier content protection.

Opportunity: GTPL sought to innovate in the evolving entertainment landscape by offering consumers a seamless and clutter-free linear TV experience. As viewers increasingly shift to Connected TVs, the challenge was to provide secure access to linear content without the need for additional hardware, while delivering cost savings to consumers and maintaining a competitive edge in content protection.

Collaboration: GTPL utilized TVKey Cloud, a solution developed by NAGRAVISION and Samsung, to integrate linear TV content into Samsung Connected TVs (2023 models and beyond). This solution allows subscribers to enjoy live TV securely via the TV's remote, without needing a set-top box. The collaboration enhances user experience, protects content with on-chip security, and reduces costs for both GTPL and its subscribers.

Benefits:

- GTPL subscribers can access linear TV content directly on Samsung Connected TVs without the need for a set-top box.
- Consumers can save up to INR 2,000 by eliminating the need for extra hardware.
- TVKey Cloud's on-chip security ensures premium content protection and long-term security for GTPL's content investments.
- GTPL's service is compatible with a wide range of Samsung TVs, ensuring a broad potential user base.



GTPL's addition of TVKey to deliver linear TV content offers consumers the convenience of complimenting linear TV services along with streaming services thus ensuring that maximum value is delivered to subscribers. Our long-standing relationship with NAGRAVISION has made this innovation possible and is central to our strategy of reaching subscribers in new ways with a consistent user experience across all devices. We look forward to working with Samsung on more collaborations which can add value to our consumers."

Anirudhsinh Jadeja
Managing Director, GTPL Hathway Ltd.

Value Delivered



Revolutionizing Linear TV Access

GTPL Hathway Limited has transformed live TV, offering a streamlined, hardware-free experience directly on Samsung Connected TVs. The solution simplifies viewers' entertainment setups while ensuring high-quality, secure content delivery.



Enhancing Customer Savings and Content Security

By eliminating the need for a set-top box, GTPL reduces both costs for consumers and operational overhead. TVKey Cloud's integrated security ensures that GTPL's premium content remains protected at all times, safeguarding their investments and maintaining subscriber trust.



A Vision for the Future of TV

This partnership showcases GTPL's leadership in the MSO space and its commitment to delivering cutting-edge entertainment experiences. With future plans to expand the service and collaborate further with Samsung and NAGRAVISION, GTPL is well-positioned to continue offering innovative solutions that meet the evolving demands of today's viewers.