

GetShop.TV for telecom providers

An IT Platform which provides AddressableTV and AdvanceTV technologies to Telecom Operators and TV Channels.

Partnership with GetShop.TV allows the operator to additionally monetize its TV business, improve the NPS through Ad injection, interactive overlays, and optionally AVOD platform.

Due to the vast experience of working with operators, the platform integrates with IPTV and OTT devices from a couple of weeks to a couple of months.

GetShop.TV today

7 500 000 IPTV devices

3 000 000 OTT devices



Johnson & Johnson

SAMSUNG



The world's largest advertisers in regular customers

Operator problems

- Difficulty of ARPU growth
- It's hard to fence off from competitors.
- Availability of clickable videos on Set top boxes
- The complexity of TV business digital transformation

TV product improvement

- Audiences can interact with additional content via interactive banners within commercials, voting, quizzes, questionings and brand lifts.
- Interactive messages are delivered via connected televisions and set-top-boxes.
- Advertising opportunities include T-Commerce, Interactive overlays. Both Addressable and Interactive television provide measurement beyond just media exposure.
- For Interactive TV campaigns, advertisers are able to measure specified actions i.e. the number of households that opted-in for more information, time spent with content, click throughs, redemption rates, etc.

Cooperation with Microsoft

GetShop.TV infrastructure requires a lot of geographically distributed server capacity with NVMe drives, fast memory, low pings, and instant access to CPU time during peak loads. Today GetShop.TV uses 14 high-performance dedicated servers to serve our customers.

What changes did our clients see?

1. High CTR of quizzes, questionings, votings, and advertising campaigns (1.5% -3.5%)
2. NPS growth by 5.6%
3. New streams of revenue that increase ARPU per subscriber from 5% -15%

Product benefits

1. Huge experience in IPTV / OTT broadcasting setup, which allows to achieve uptime of 99.99% even in IPTV network without disrupting the broadcast
2. Experience in building legal schemes in several countries between all stakeholders (operators, TV channels, advertisers)
3. Delivery of injected Ads and Interactive layers over IP
4. Ready JS and Android SDK

