



About Me

- **Ladislav Navrátil**
- Chief **Architect** in nangu.TV
- **Product Guy** who knows how things work



About nangu.TV

- Founded in **2004**
- **Leader** in CZ / SK market
- **End-to-end** solution for video streaming
- O2 TV, iVysilani, T-Mobile TV, ...
- Streaming more than **600 Gb/s**



Enhanced **video services** nowadays

How do **video services** look like?

136 channels with 7 days history + 1000 titles on demand

O2 TV XL	136 TV kanálů	Digitální televize bez kompromisů	749 Kč/měs.
+ 5 filmových kanálů			
v ceně	4 zařízení	Sportovní stanice O2 TV	Filmové kanály
		Kino balíček	Kanály pro dospělé
	Balíček Svět		
Objednat			

Oblíbený













O2 TV L	102 TV kanálů	Široká nabídka kanálů za super cenu	399 Kč/měs.
			
	4 zařízení	Sportovní stanice O2 TV	Filmové kanály
			Objednat

O2 TV M	68 TV kanálů	Základní nabídka digitální TV	299 Kč/měs.
			
			Objednat

How do **video services** look like?

171 channels with 7 days history + 600 titles on demand

TOP

	Programy	Vybrané kanály	Set-top box	Měsíčně zaplatíte*		
	T-Mobile TV Základ	97 programů  (29 v HD) 399 Kč měs.	Disney Channel, National Geographic, Eurosport 1, Eurosport 2, MTV, Film+ HD	Set-top box  100 Kč měs. 	499 Kč Chcete ušetřit? 	Objednat
	T-Mobile TV Standard	136 programů  (42 v HD) 499 Kč měs.	History HD, Cartoon Network, VH1, Dorcel TV HD, FilmBox Premium HD, Golf Channel	Set-top box  100 Kč měs. 	599 Kč Chcete ušetřit? 	Objednat
	T-Mobile TV Premium	171 programů  (50 v HD) 899 Kč měs.	HBO HD, Cinemax HD, Crime and Investigation, Extreme Sports Channel, Megamax, Travel Channel HD	Set-top box  100 Kč měs. 	999 Kč Chcete ušetřit? 	Objednat

What does it mean?

- **25** programs per day
- **3 000** programs per day
- **21 000** programs with 7 days time-shift
- **90 000** programs with 30 days time-shift

vs **1000** titles on demand library

Live TV **on demand**

Great, so let's **see** all that **content**!



Pořad: Cestománie

Dnes 16:45 - 17:15

16:00

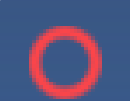
17:08

18:00

1	ČT1 HD	Ú...	To je vražda, naps...	Cestomá...	AZ-kvíz	Čern...	Událos...	Kd
2	ČT2 HD	Taje Altaje	Televiz...	Banik!!!		Divoká Čína	GE	
3	Nova HD	O...	Námořní vyšetřovací sl...	..	Odpoled...	Co na to Češi	Uli	
4	Prima HD	Komisař Rex V (13/...	Od...	Policie v akci		Prostřeno!		
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6	Prima Cool HD	Futu...	Americký chopper VI (1)		Top Gear XIX		Simpso	
7	Prima LOVE HD	Chůva...	Chůva ...	McLeodovy dcery II (...)	McLeodovy dcery II (...)		Tisíc	

OK

O pořadu



Nahrát



Datum

EPG

Přejít na teď

Právě teď v TV



Smrt dobrodruha,...



Den, kdy spadlo N...



Co na to Češi



Rosamunde Pilch...



Dukla Praha-FC Sl...



Národní

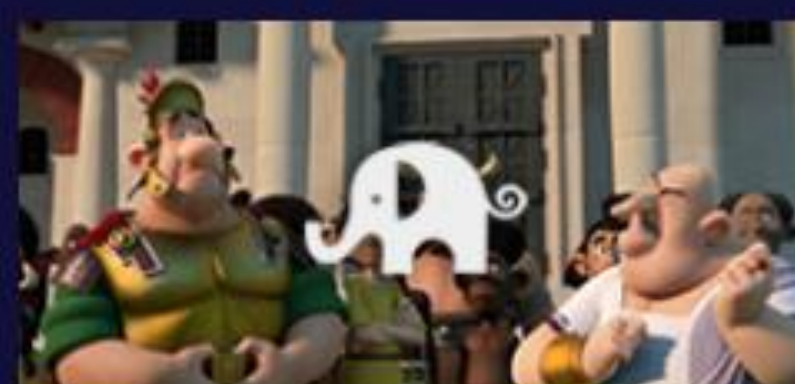
Chci se dívat na



Nejlepší filmy



Komedie



Dětské a Rodinné



Krimi



Sci-Fi a Fantasy



Doklady

Nahrávky



Události



cool1



Černé ovce



Ledové království:...



Formule 1



Softball

What does **user** want ?

Music industry before 2001

- **Piracy** - Napster, Kazaa, ...
- Everyone wanted to have its **own streaming service**
- Sony Music Entertainment, BMG, EMI, Universal, Warner

SONY MUSIC ENTERTAINMENT AND UNIVERSAL
MUSIC GROUP TO CREATE JOINT VENTURE
TO DEVELOP SUBSCRIPTION-BASED SERVICE

Home > News > [SONY MUSIC ENTERTAINMENT AND UNIVERSAL MUSIC GROUP TO CREATE JOINT VENTURE TO DEVELOP SUBSCRIPTION-BASED SERVICE](#)

New York, NY – May 2, 2000 – Sony Music Entertainment (SME) and Universal Music Group (UMG) announced today that they have agreed to create a joint venture to develop a subscription-based service which will...



REVIEWS

NEWS

VIDEO

HOW TO

SMART HOME

CARS

DEALS

INTERNET

BMG, Sony Music to sell digital music on Net

The companies plan to allow customers to download files onto their personal computers rather than require to buy CDs or cassettes.

JANUARY 2, 2002 4:43 PM PST

market just got bigger.

digital music on the Internet



iPod



Album

Composer

Calendar

Games

Settings



“Steve created something that made it **so easy for people to buy music**. He had a complete thought that went from iTunes to the iPod. It made complete sense, and it was something he felt people would be willing to pay for. In the end, he was right. It was all about having the right product.”

–Doug Morris, CEO of Sony Music Entertainment

BBC NEWS

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Disney to start online streaming bypassing Netflix

August 2017

CBS ALL ACCESS

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VOYO

Filmy | Seriály | Pořady | Zprávy | Děti | Sport | Nightlife+ | TV živě | Dárek

Jak to funguje? | Kupóny VOYO | Přihlásit se | Registrovat | Pomoc

Vyhledat

výměna manželek

MEGAHIT


Výměna manželek - X. - 7. díl

Jak si poradila temperamentní Jana v početné rodině, kde vládli mačistický otec a dokázala si Žaneta užít pohodovou rodinu.


Creating its own streaming service

ain Fox News Channel

2018, 1:31pm EST



MOST READ



User wants **simplicity**



What is **simple**?

- **Inspire** what to watch
- **Everything** what you can watch
- You know **when** to watch
- You know **what** to watch

What is **simple**?

- **Home** - Inspire what to watch
- **Video** - Everything what you can watch
- **Television** - You know when to watch
- **Search** - You know what to watch

[HOME](#)[VIDEO](#)[TELEVISION](#)[SEARCH](#)

Continue to watch



House of Cards: Chapter 56

Season 3 Episode 10 2012

In the midst of uncertainty, suspected Russian forces take over an American station in Antarctica. Meanwhile, a damaging news leak could hurt Frank.

Favourite



Dexter: Blind Cards are Evil

Season 3 Episode 10 2012

Long buried secrets finally emerge as someone has been playing a very long game indeed. Sherlock and John face

[HOME](#)[VIDEO](#)[TELEVISION](#)[SEARCH](#)

Because you liked Matrix



Inception

Sci-fi 140 min. 2010

A thief, who steals corporate secrets through the use of dream-sharing technology, is given the inverse task of planting an idea into the mind of a CEO.

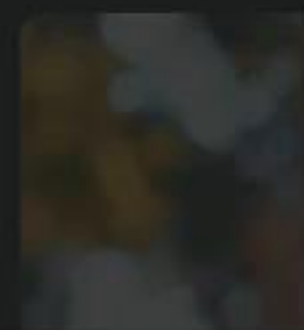
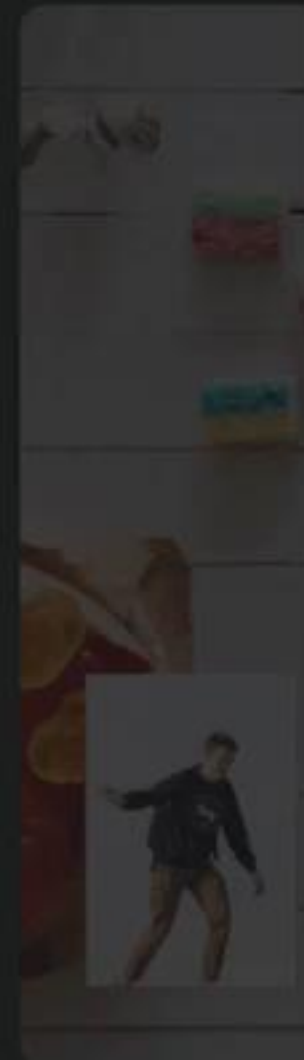
You may like




Martian

Action 90 min. 2016

Long buried secrets finally emerge as





Mad Max: Road of Fury

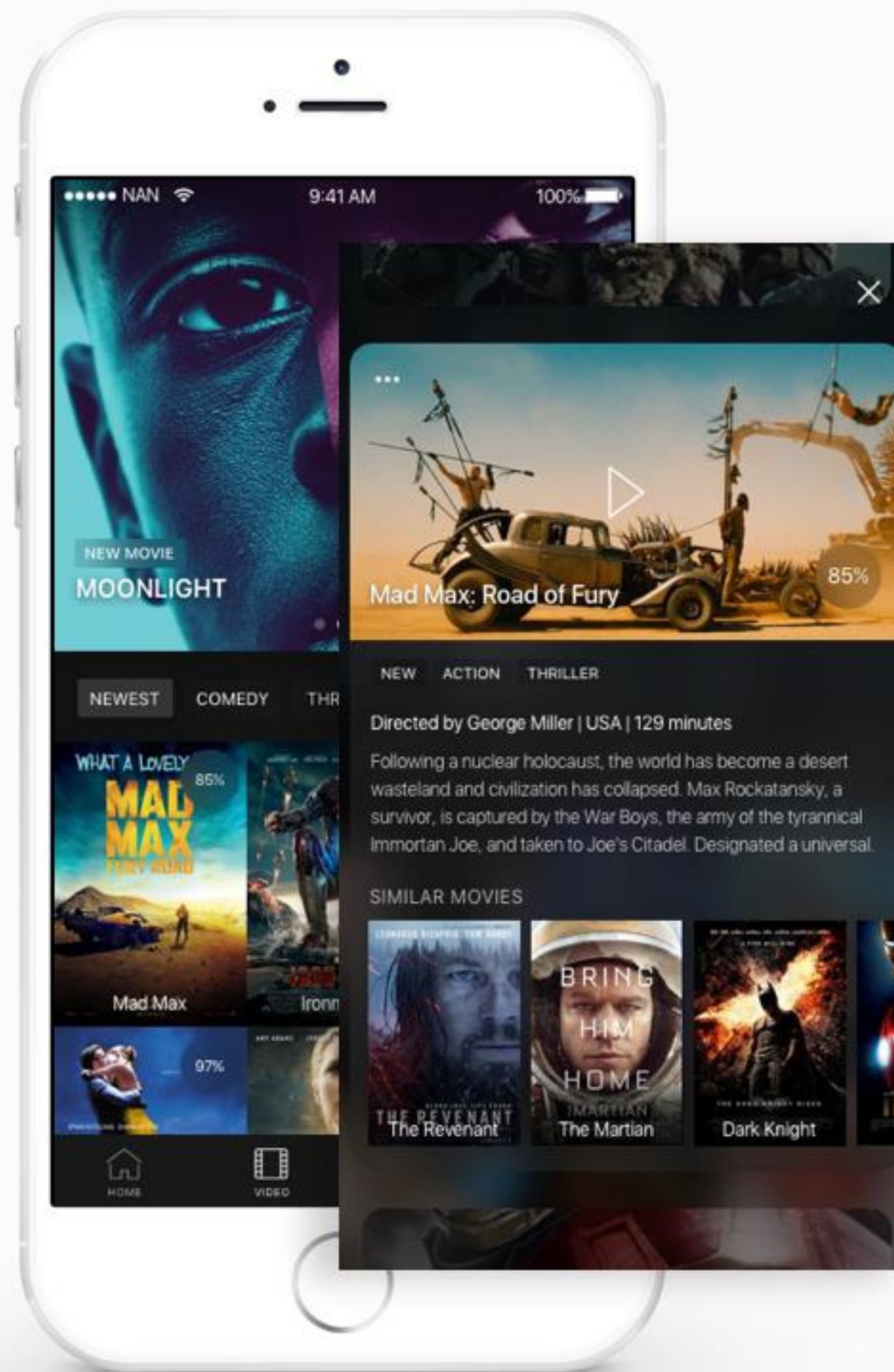
4.4. 20:00


\$3



Mad Max: Road of Fury

18.4. 18:30





Mad Max: Road of Fury


8.4. 18:00



Mad Max: Road of Fury

12.4. 20:00

\$2



Mad Max: Road of Fury

17.4. 17:30



The Simpsons
The Town
4.4. 20:00



The Simpsons
Trust But Clarify
18.4. 18:30

\$3



The Simpsons
Monty Burns' Circus
8.4. 18:00

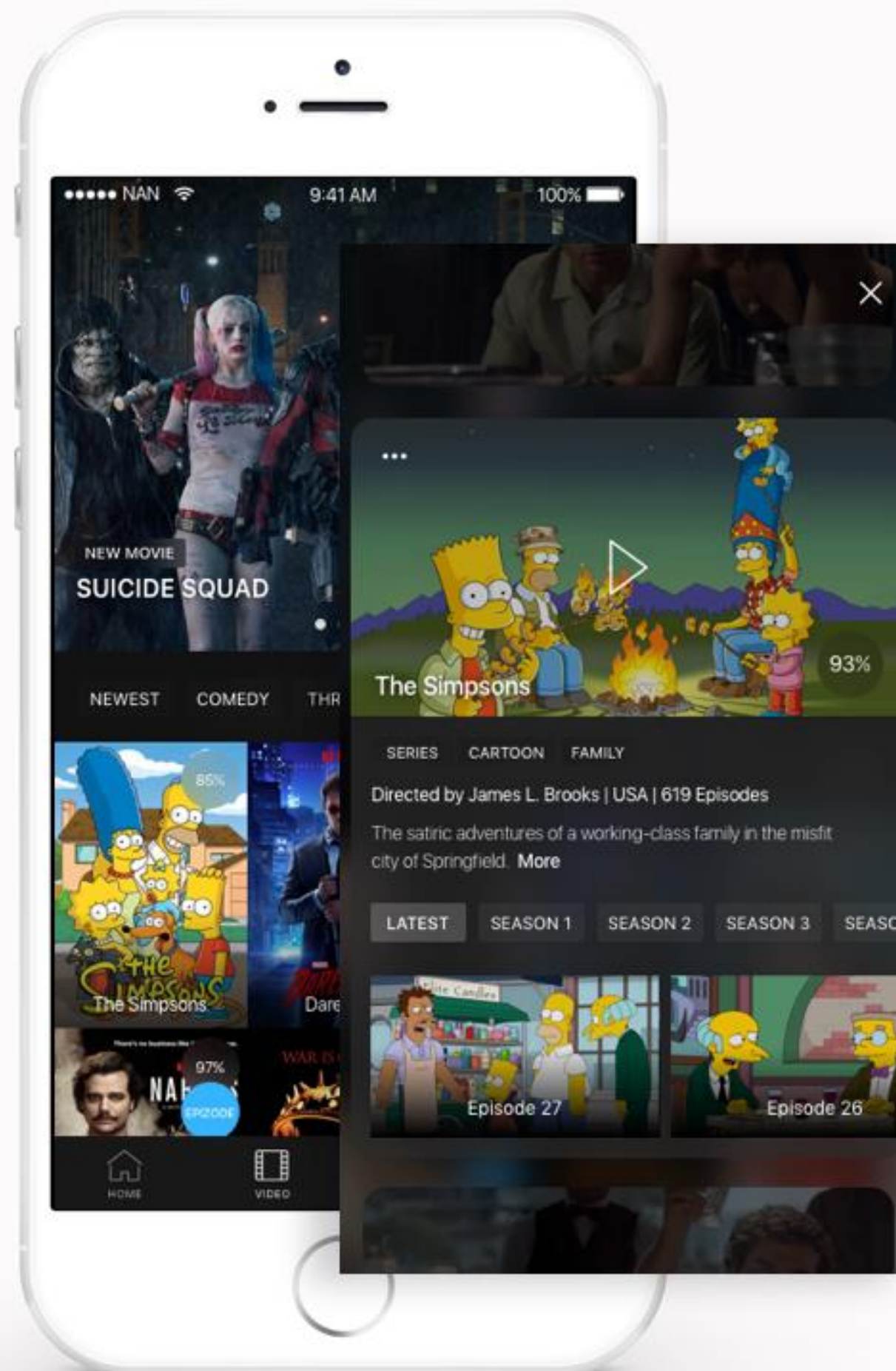


The Simpsons
Friends and Family
12.4. 20:00



The Simpsons
Treehouse of Horror
17.4. 17:30

\$2





HOME

VIDEO

TELEVISION

SEARCH



Her

115 min. 2015 Ads

 German, English

 No


Free



Her

115 min. 2015 No Ads

 English 5.1, German 5.1, Czech, Czech 5.1, Spanish, Spanish 5.1


 English, German


\$2.99



Her

115 min. 2015 No Ads

 English 5.1, German 5.1, Czech

 English, German

\$0.99

TODAY 18:35



RTL

Holby City

16:55



House of Cards, Episode...

17:45

You've Been Framed! Guilty G...

19:00



MTV

Inside the Factory

16:30

RECORDED



Finding Dory

17:55

Excluded at Seven

19:20



NBC

Midsomer Murders

15:55



Drive

17:30

FAVOURITE

The Hangover (2009)

18:40



Eurosport

Golf Course

16:45



Football Hour

17:50

Barcelona Football Team Conf...

19:10



RTL 2

Two and a Half Men

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New York, City of Dreams

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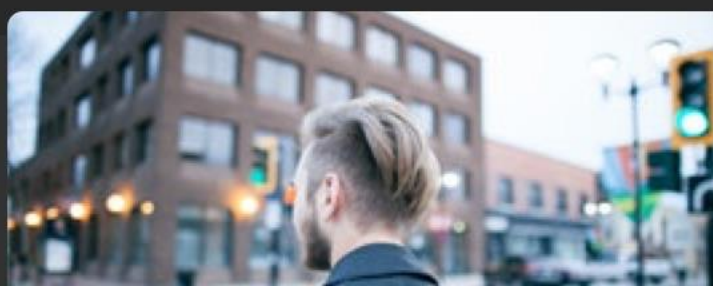
Tattoo Fixers on Holiday

19:21



Bored Panda

17:32



Hipster Coulture

17:34

Making Murderer

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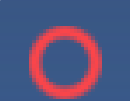
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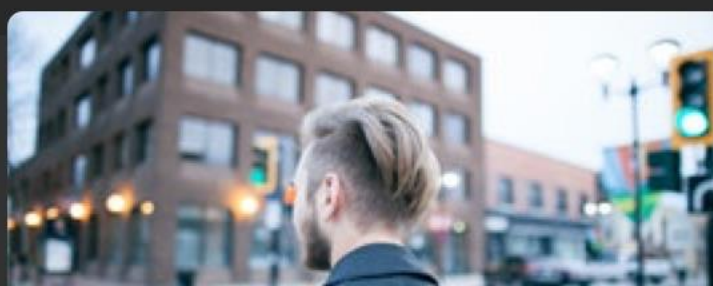
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Summary

- **Don't** repeat mistakes, **don't** run from aggregators
 - **Extend** your service
 - **Pay per view** content
 - **Early** access
- **Think** what the user really wants

nangu.TV knows best how to solve it

*“If you have a problem which targets 10% of user experience and solving it will affect another 90%, **it's not worth solving it**”*

–Ladislav Navrátil



thank you