

Success Case MTTV

A TAILOR-MADE TV & VOD SOLUTION CREATED FOR MAROC TELECOM



THE CHALLENGE

Meet the high expectations of Maroc Telecom customers for **premium and local content**.



THE OBJECTIVE

Find an innovative solution to **offer high-quality content** and **retain the operator's subscriber base**.



THE SOLUTION

MTTV, a premium TV/VoD platform, which offers a **variety of television channels and VOD content**, along with **unique features**.



TV



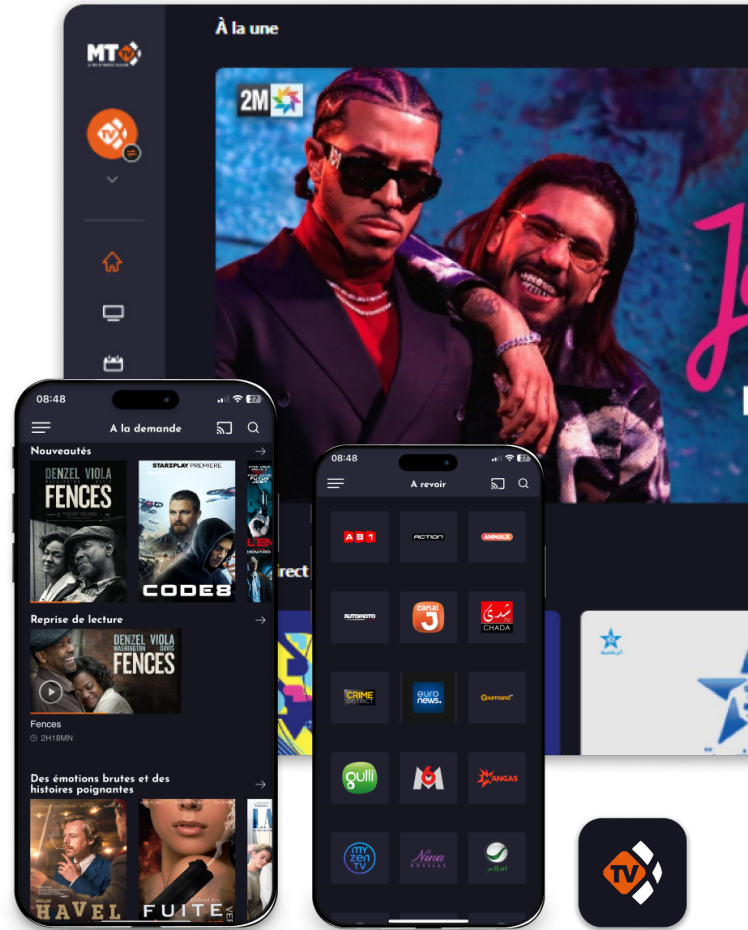
TABLET



LAPTOP



SMARTPHONE



Service Advantages & Features



MTTV provides a **high-definition TV experience**, offering extensive channel packages with **VOD content** accessible through **SVOD, AVOD, and TVOD models**.



Multi-screen access across boxes, TVs, mobiles, tablets, and PCs.



Local and international channels with replay option to catch up on your **favorite programs**.



A unique TV experience with **exclusive features** (Broadcast Control, Enhanced EPG, Favorites Management, Multi-profile...).



Maroc Telecom **theme channels** and customized options.



Parental control for safe family-friendly viewing



> Partnership with
Maroc Telecom



> 360° Monetization
Strategy



> Attractive
TV & VOD Licensing



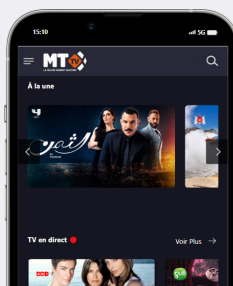
> Service available
in Morocco

Global Strategies for Product Monetization: A Comprehensive Action Plan



EDITORIAL STRATEGY

Developing a strong editorial strategy to **ensure an attractive and diverse selection of content** tailored to the audience. This includes **partnerships with content providers** (Starzplay, BluTV and ejunior), the **creation of exclusive content** (football matches, concerts, events, etc.) and **adaptation to current trends**.



USER EXPERIENCE

Focusing on a **smooth and intuitive user experience**. This includes a user-friendly interface, interactive features, and customization options to **suit individual user preferences**.

CROSS-PLATFORM ACCESSIBILITY

Ensuring the service is compatible with a **variety of devices and operating systems** to maximize the service's reach.

GENERATE ENGAGEMENT WITH A 360° STRATEGY



MONETIZATION

> Monetization via DCB, MNO and ISP payment solutions.



ACQUISITION

> Via Telco agencies for fixed-line customers.



PROMOTION

> Via the Online Digital Virgo acquisition channels (Landing Pages).

FUTURE DEPLOYMENT OF THE MTTV SERVICE



BURKINA FASO



NIGER



TOGO



MAURITANIA



CÔTE D'IVOIRE



GABON



MALI



BENIN

Features & Key Figures

CREATED IN
JULY 2021

LIVE

REPLAY

PARENTAL CONTROL

EPG

88 TV CHANNELS

MULTI-SCREEN ACCESS

1000 VOD CONTENT

RECOMMENDATION SYSTEM

FAVORITES