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Bouygues Telecom Deploys Medios Merchandiser from Motorola Mobility to Enhance its IPTV Service

Bouygues Telecom enhances the intelligence of its IPTV offering with Motorola Medios Merchandiser giving it new opportunities for the personalisation and marketing of content.

PARIS – June 26, 2012 – Motorola Mobility has successfully deployed its Medios Merchandiser solution for Bouygues Telecom, France's third largest telecoms operator. Bouygues Telecom will use the solution to add greater context to its IPTV offering, and in turn offer the most relevant and compelling content to its IPTV subscribers.

Motorola Medios Merchandiser simplifies the subscriber browsing experience with subscriber-personalized bundle marketing, encouraging impulse purchases and upgrades with targeted offers, pricing and discounts. This scalable multimedia content marketing system has been built to effectively market the ever-expanding on-demand catalog and help services providers to continue to monetise the content they offer.

"Motorola's Merchandiser solution takes the marketing of on-demand content to the next level and is enabling Bouygues Telecom to show case its IPTV content in the best possible way," said Steve McCaffery, vice president and general manager, Home business EMEA, Motorola Mobility. "It is not enough to simply have the best content. Service providers are looking for ways to ensure their content is discoverable and easily accessed. Merchandiser makes TV more interactive and engaging and represents another way that we continue to drive the evolution of TV and a smart, simple connected home."

"We were looking for a solution to rapidly address new content services for our new IPTV offers, and Motorola's Merchandiser solution is a perfect fit. With a multitude of ready-to-go features, associated with an aggressive product roadmap, Motorola's Merchandiser solution allowed us to reach our commitments in term of date and quality," said Thibaut Keraval, head of Service Platform Department, Bouygues Telecom.

Merchandiser offers the opportunity to leverage over-the-top video opportunities in the future and continue to drive Bouygues Telecom's IP video initiatives. Multi-screen marketing represents a significant growth opportunity for service providers and something that Bouygues is prepared for with the adoption of the Merchandiser solution.

"In this new world with an abundance of content and multiplicity of choices, content management is a core competency of IPTV operators. We find that Motorola's Merchandiser solution fits our requirements very well and delivers to our customers the proper combination of recommendation, meta-data enrichment, as well as efficient browsing and delivery" said Yves Caseau, executive vice president, Technologies, Innovation & Services, Bouygues Telecom.

In addition, Merchandiser allows for the bundling of on demand content with offline products such as physical merchandise relating to a movie.

Motorola Medios Merchandiser highlights:

- Create bundles of VOD and non-VOD assets
- Market and issue content across TV, Web, mobile networks
- Subscriber targeting and recommendation
- Targeted pricing and ads
- DRM license issuance to multiple DRM systems
- IPTV and OTT ready

Merchandiser is part of Motorola's Medios suite of content-delivery innovations that share the guiding principle of delivering media to consumers, on their terms. Merchandiser and Motorola Medios are the ticket to personalized user experiences, delivered as fast as you can conceive them, across multiple screens.

About Bouygues Telecom

As a full-service electronic communications operator (mobile, fixed, TV and internet), Bouygues Telecom stands out for its innovative offers and award-winning customer relations serving its 10.9 million mobile customers and 1.3 million fixed broadband customers, which including more than 1.5 million corporate and professional customers.

Bouygues Telecom is committed to continually enhancing the customer experience: each day, the company's 9,800 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and Neo (2006). In 2007, Bouygues Telecom launched the first fixed/mobile convergence offer for corporate customers. Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router. In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo, the first quadruple play offer in the market. In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer and began investing in Fibre-To-The-Home in high-density areas. In July 2011, Bouygues Telecom invented mobile telephony 2.0 with B&YOU, the first SIM-only offer available exclusively online. Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 94% of the population, up to 3.6 Mbit/s and up to 42 Mbit/s in the largest towns and cities.

In 2012, Bouygues Telecom was once again awarded with "NF Service" certification by French standards agency Afnor Certification for the service quality of its customer relations centres for its consumer and corporate activities (mobile and fixed).

A distribution network of 650 Club Bouygues Telecom stores, 2,000 customer advisers, 2,500 sales advisers and its websites combine to ensure optimum customer service.

About Motorola Mobility

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices. For more information, visit motorola.com/mobility.

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