

OSN and Huawei ink new strategic IPTV partnership

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6 Sep 2018

OSN, the entertainment network inked a Memorandum of Understanding (MoU) with Huawei, a global provider of information and communications technology (ICT) infrastructure and smart devices, to provide a turnkey IPTV solution which allows telecom operators to deliver a state-of-the-art TV experience along with premium content.



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This new partnership with Huawei is part of OSN's digitisation strategy to boost product delivery and guarantee more potential OSN customers have access to the best TV experiences, by using innovative technology.

The collaboration will bring forward OSN's wide range of entertainment content and Huawei's world-class Video Cloud Solution, a regional first as the best of exclusive content and the best of platform technology are consolidated in one single end-to-end solution.

The chief commercial officer, Neil Martin, declared, "We are excited to join forces with Huawei and we believe that this partnership will help us to provide telecom operators, and ultimately our customers, with the full complement of our world-class entertainment in a convenient and efficient way.

"MENA telecom operators will have access to an agile end-to-end IPTV solution, composed of Huawei's IPTV technology and OSN's wide range of linear and on demand content. This partnership will enable telecom operators to deliver IPTV

services to market faster and capitalise on opportunities to maximise revenues as they acquire subscribers. We expect this solution to become an engine of growth for OSN, Huawei and the wider broadcast industry in this region as connectivity improves across the region.”

On the other hand, the VP of Huawei Middle East, Sun Xiaofeng, expressed, “We are pleased to collaborate with OSN and we look forward to working together to bring the best content and viewing experiences to audiences in this region.

“The cloud offering to telecom operators will extremely minimise their risks and barriers of launching their own IPTV services as well as shorten the time to market by 80%. We hope this MoU will strengthen the digital video ecosystem in the region and we look forward to continuing to grow this industry in the Middle East.”

This collaboration comes at a time when the video market in the Middle East is booming, with telecom operators occupying an increasingly important role in content delivery. Delivering the growing demand for exclusive and high-quality content via IPTV is therefore a pre-requisite for operators in the region as they intent to cater customer demand, enhance loyalty through triple-play offers (telephone, broadband and TV services), and drive progressive revenue.

Source: <http://nextvafrica.com/> .

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