



TELEBREEZE & KINGS BROADBAND BUILD ON AN AMBITIOUS PARTNERSHIP

Telebreeze and Kings Broadband tie-up highlights a successful business partnership that originated from the Broadcast India Show many years ago. They have ambitious plans for the future.

OTT technologies with their unlimited opportunities is the universe which the telecommunication and content production industries zealously domesticate now. Both content producers, Broadcasters and MSOs benefit from the technology, as well as their audience. OTT is “must have” service for broadbands as the viewing custom of the audience worldwide is changing in leaps and bounds.

October is a month when TV operators and IT service providers look to meet in India at the Broadcast India Show and Scat India Trade Show. If they are interested in development and growth in the Indian region. Pandemic trained us well how to meet virtually. Scat India Trade Show is among the few trade shows which didn't escape from its audience during these uncertain times but called all its stakeholders to e-meet before re-meeting at their digital edition.

Telebreeze remembers how a few years back, they met their prospective partners Inygo Digital Networks Pvt Ltd and Kings Broadband on the Broadcast Show floorspace in Mumbai.

Kings Broadband is an Indian

Internet Service Provider, and Inygo Digital Networks is a system integrator and consultant in the area of TV broadcasting and media technologies. It works not only with end-users, but also with sub-operators.

we have been developing our broadband company in Trivandrum from Southern India. The company was building CDN in India and Singapore and planned to launch an OTT service: to create its own head-end with regional channels, and transfer them

to IP from one of Kings Broadband partner's MSO SSC from Siddipet, Telegana. At the same time we were working with multiple MSOs and ISPs in India to enable more IPTV platforms from India. With this aim we were looking to tie-up with suitable partners and incidentally met the Telebreeze team who came to the Broadcast India show. Since then we have built sustainable business in OTT.”

Nick Pesegov, CEO Telebreeze says “The first step solution included all blocks

with standard functionality: a control panel, a media server, a VOD server, a media player — all these software modules allowed working with content, with a database of subscribers, and billing. In addition, we provided a possibility of connecting sub operators to the system.”

“We do remember how we first met Prathap – he came up to our



NICK PESEGOV
CEO
Telebreeze



PRATHAP CHANDRAN
Managing Director
Inygo Digital Pvt Ltd,
Kings Broadband Pvt Ltd

Telebreeze is a software company from Russia, Siberia with in-house developed software-defined OTT/IPTV platform, designed for the preparation, management and delivery of media content across multiple video platforms.

Prathap Chandran, Managing Director Inygo Digital Pvt Ltd, Kings Broadband Pvt Ltd says “Since 2016

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booth saying – Hi, so you decided to come? Those days it was a challenge for us as it was our first visit to India and getting known to the market. Since then we made a lot of developments and both our companies have grown a lot. But we are glad to have not just a customer in India “Kings Broadband” but also a partner who is inspired with OTT opportunities for audience and business, always moving forward the things to be changed for better technologies.” said Nick.

Prathap Chandran, Managing Director Inygo Digital Pvt Ltd, Kings Broadband Pvt Ltd says “I do believe that development of business relationships becomes successful when both companies resonate to each other’s goals. This was the case. We are always on-line 24/7. I visited Tomsk city in Siberia twice and it was very inspiring. We definitely trust each other and understand that this facilitates a good business relationship.”

Since the launch of OTT in 2016 by Kings Broadband, they have achieved a lot of progress by launching IPTV in India and educating the MSO fraternity in India, Bhutan, Bangladesh and Nepal about how MSOs can implement IPTV as their own project.

Their main achievements till now are: Kings Broadband has 10 data centers across India in multiple states, and they manage 200 GB bandwidth traffic. They have three redundancy data centres at Ernakulam, Hyderabad and Mumbai and all their data centres have capacity to manage 3 TB traffic.

Together with their partner MSO SSC from Siddipet, Telegana Inygo is creating large IPTV / OTT content peering hubs across India. Through the hubs Telco & ISPs can use their content from SSC peering and stabilized broadband markets. Broadcasters /content owners can monitor the content flow as per the TRAI auditing steps.

“What we offering to the MSO fraternity now is a multi-operator network or OTT platform with sub-operators. It gives a number of advantages in the market. Connecting several sub-operators scales your business, leads to the coverage of more potential markets, diversification of the service. You do not compete. You save time and money searching for subscribers by attracting new operators with ready-made bases to your network.” informs **Prathap Chandran**.

Nick Pesegov, CEO Telebreeze says “Kings Broadband has ambitious plans for India and neighboring countries – the challenges that move the world forward and we are inspired with this. We are glad that years ago Broadcast India Show & Scat India Trade Show gave us a chance to meet. Since then on we supported the developments and are now happy to see that the input helped us to grow successful businesses across India and improve their technologies.” ■

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