



Case Study

PlayNOW

Greenfield deployment of pay TV for a leading mobile network operator

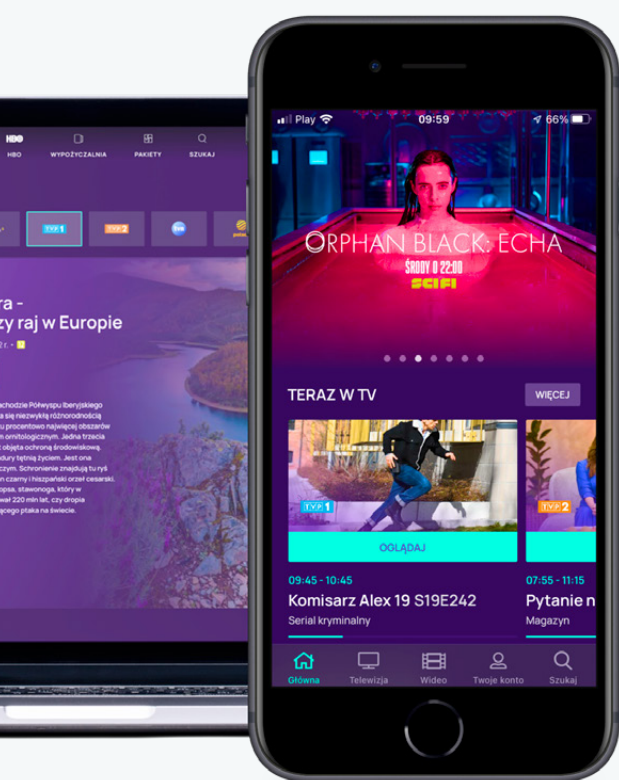
RedgeMedia

PLAY NOW

Background

Play is one of the largest telco operator in Poland, currently serving over 13 million mobile subscribers and over 2 million fixed line subscribers. Founded in 2007, Play achieved significant market penetration in its first year, attracting over 1 million mobile subscribers.

Over the years, the company has continued to expand its customer base and improve its service offerings, launching 4G LTE services in 2013 and pioneering 5G technology in Poland in 2019.



2017

In 2017, the owner of the Play network announced its initial public offering on the Warsaw Stock Exchange, marking a significant milestone in the company's growth.

2020

In 2020, Play was acquired by the Iliad Group - one of the most innovative telecommunications companies in Europe.

2022

Then, in 2022, Play completed the acquisition of cable operator UPC Polska from Liberty Global, strengthening its market position with fixed add-ons.

Nowadays, the network has a comprehensive coverage that reaches nearly 100% of the Polish population, facilitated by over 12,000 base stations.

The challenge

In its early years, Play was a pure mobile operator with no fixed infrastructure and no TV services. In 2015, the decision was made to launch a live TV and VOD offering. During the RFI/RFP process, Redge (then operating as Atende Software) was selected as the end-to-end PaaS provider of the platform.

The platform was ready for FUTs within **three months** of signing the contract. The commercial launch was in August 2016 under the brand Play NOW.



The early Play NOW platform was available on the web and mobile (Android and iOS), followed by the STB becoming the main end-user device. The app provided access to dozens of live channels with timeshift and bEPC, automatically generated catch-up TV content and premium TVOD content.

The OTT backend was hosted in the cloud, with live ingest and transcoding operated as a service. The platform featured a hybrid CDN setup, with CDN nodes collocated within Play's network and non-Play traffic handled by the CDN cloud provided by Redge.

Over the next few years (2017-2020), the service has been expanded with support for other big-screen devices: **Samsung Tizen** and **LG webOS**. The offering was expanded with over 100 channels, up to 4K and 50 fps qualities. The STB portfolio has been upgraded with new, premium devices.

In 2022, following the acquisition of UPC Polska, the decision was made to select the Redge solution as the target solution for future customers.

The key milestones of the delivery project were:

- migration of the SDP to a private cloud (OpenStack),
- increasing the capacity of a private CDN solution (multi-terabit), reusing the existing transcoding equipment,
- providing new content security features (including multi-key DRM).

Since 2024, the platform represents a state-of-the-art pay TV solution in the Polish market with millions of subscribers. The current development focus of the platform is related to **DAI/SSAI** with selected broadcasters and implementation of **AI features** (e.g. automated content recognition and segmentation).



**Together with Redge we can achieve all our goals and more.
Only an innovative, reliable, agile and focused technology partner can
guarantee success in the ever-changing media business.**

- Kornel Zątek

Services and Devices Development
Director at Play

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can elevate your business.**

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