

Legacy Upgrade for Mediaroom Deployments: Client Technology and Process

Harmonising Legacy and New Generation CPE Features through Remote OS and Middleware Upgrade

Oregon's Solution for Mediaroom STB Migration set an industry precedent and remains the single proven offering in the market for a high volume in-field migration of legacy STBs.

Why Migrate Legacy CPE

An STB middleware migration strategy delivers the following benefits, in comparison with alternatives:

- Extending the lifetime and ROI of existing STB deployment by over 5 years.
- Increasing the legacy ARPU through introduction of OTT services, analytics, AI and cloud features.
- Lowering the initial investment of upgrading to a next generation multi-screen back office platform.
- Reducing costs of operating legacy deployment by enabling total decommissioning of the legacy Mediaroom headend.
- Reducing the timeframe for deployment of new features to the entire subscriber base.
- Tackle churn by delivering new features to existing subscribers, without incurring the cost of deploying new hardware.



The key consideration of performing a legacy migration upgrade is the risk of technical failure to deliver. **Oregon's unique skills and experience in this area allow the operator to mitigate this key factor.**

Established Client Technology and Process

Oregon's solution enables a large scale in-field transition of a live service to a new OS, middleware and CAS / DRM, with no interruption to the service. Due to its deployment experience, Oregon Networks is uniquely positioned to offer a proven methodology which outlines the precise mechanism and processes leading to a successful, risk-managed migration of legacy STBs, aiming at delivering feature parity with the next generation of devices.

With the open architecture and modularity of Oregon’s client solution, operators get the benefit of migration to a single next-generation multi-screen back office and SDP, removing the need to operate two systems simultaneously.

British Telecom Case Study

British Telecom and Oregon Networks worked to deliver on an enhanced service and content strategy, aiming to increase the ARPU and Pay TV market share, in time for the 2012 London Olympics. The in-field upgrade process migrated BT’s 550,000 Mediaroom STBs devices automatically and **enabled TCO savings of an estimated US\$90 million**, whilst achieving the following benefits and metrics.

- A higher level of security, flexibility and maintainability for its STB client software.
- Eliminating any need for costly ‘truck rolls’.
- During the migration process, the upgrade **failure rate was negligible at 0.02%**.
- Proof of Concept was functional in under 3 months. A feature complete solution, ready for deployment trials was delivered in circa 12 months.
- The execution time of the migration took approximately 5 minutes per STB.
- The converted devices are still in use **6 years following the migration upgrade**.



Extending Roadmap of Legacy Hardware with Latest Content Delivery Features

Oregon’s methodology and technology allows introduction of new OTT content services and applications on STBs that were deployed as part of the first wave of IPTV and hybrid broadcast deployments. Whilst the richness and performance of the User Experience and video quality may be determined by the capabilities of the underlying chipset, the scope for an upgrade of the media delivery features can be broad and ambitious, bringing the legacy devices in line with the latest cloud-centric models, as well as enabling improved video streaming standards for both linear and on-demand content consumption. Creating maximum feature parity between legacy and new generation devices is the ultimate goal of migration:

Feature	Technology
<ul style="list-style-type: none"> • HD Linear TV – Multicast or Unicast ABR • HD VOD – Unicast ABR • Cloud PVR Recording / Local PVR / Time-shifting • Restart / Catch-up TV service • End-to-end live broadcast latency optimization • Multi-screen bookmarking with multi-device resume • ONYX multi-language User Experience • Third party video portal access (YouTube, Netflix) • DLNA DMR personal content viewing • STB upgrade and deployment management • Advanced CAS & DRM on Multicast and Unicast delivery 	<p>HTML 5 with standard and custom APIs</p> <p>Multicast ABR, HLS, MPEG-DASH, content delivery via Oregon’s Secure Hybrid Media Player</p> <p>Extensible, modular, POSIX based middleware client, leveraging multi-process architecture with secure process sandboxing</p>