Summary

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OVERVIEW

IPTV service implementation is highly complex, requiring significant investment and time—often a barrier for both smaller and medium-sized ISPs.

CHALLENGES

Requirement of Informir's MAG STB, which is 3–4 times more expensive than AOSP or Google TV devices. The IPTV platform lacked updates and became less competitive.

SOLUTION

- Plum TV – SaaS platform (0$ initial investment)
- Plum TV applications are already available on stores
- Customization of applications through the admin panel
- The old platform is maintained until all subscribers are moved to the Plum TV service

CONCLUSION

Fast start-up of IPTV services without initial investment is the need of every small and medium ISP.

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SPEEDNET: SaaS Plum TV

CASE STUDY

ABOUT SPEEDNET

Speed Net is a local ISP that has built a Next Generation GPON optical network in the wider territory of Belgrade, capable of High-speed Internet and Real-time services.

Overview

The IPTV service is one of the most complex in terms of implementation and maintenance. It is just as difficult to create and maintain software elements and integrate them into the IPTV platform, without which the IPTV service would not exist. That is why starting an IPTV service requires a significant initial investment, and the service implementation process takes a relatively long time. For small and medium ISPs, such large budgetary investments and a long implementation period are usually a serious problem.

Challenges

Due to substantial investments in optical infrastructure and GPON equipment, management sought cost-effective alternatives for IPTV service deployment.

Infomir's free Minister platform appeared promising, but reliance on proprietary MAG set-top boxes—priced significantly higher than AOSP or Google TV alternatives—posed a major drawback.

The IPTV platform lacked ongoing development, leading to decreased competitiveness compared to other market offerings.

Solution

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Speed Net has chosen a SaaS platform called Plum TV, which is primarily intended for small and medium ISPs

KEY BENEFITS:

- No initial cost ($0) for launching IPTV service.
- Immediate launch possible—only streams and subscribers need to be added.

PLATFORM FEATURES

- Apps already available on respective stores.
- Multitenant system allows ISPs to customize apps (logo, colors, ads, contact info) via admin panel.

MIGRATION CHALLENGE:

- Many existing users remained on the old platform.
- Plum MW (middleware) is not compatible with MAG set-top boxes.

Parallel platforms

Consequently, a joint decision was made to operate both platforms in parallel following the implementation of the Plum TV service. From a technical standpoint, this approach enabled the Plum CDN to deliver video and TV content to subscribers on both the Plum MW and the Ministra system. This dual-platform operation will remain in place until all subscribers are fully migrated to the Plum platform.

Conclusion

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A fast and cost-effective launch of IPTV services is a critical requirement for small and medium-sized ISPs. Recognizing this need, Speed Net successfully addressed it by deploying the Plum TV service, which enabled the company to initiate its IPTV service without any upfront investment.