

MBC WAS THE FIRST BROADCASTER TO PROVIDE A SATELLITE-BASED FREE-TO-AIR 24-HOUR TELEVISION NETWORK ACROSS THE ARAB WORLD

WITH A MIX OF SPORTS, ENTERTAINMENT, MOVIES, AND MUSIC CONTENT

MBC | UNITED ARAB EMIRATES



CHALLENGE

MBC was planning to launch a platform for HD content that could be distributed across multiple countries through an extensive distribution network.



SOLUTION

Magnaquest's SURE platform offered a seamless and end to end solution to MBC with a configurable capability to launch its services and perform multi-country operations along with multi-language interfaces.

CUSTOMER STORY

The Middle East Broadcasting Center (branded as MBC or MBC Group) is the largest private free-to-air satellite broadcasting company in the Middle East & North Africa region. It was launched in London in 1991 and later moved to its headquarters to Dubai in 2002. The group has a plethora of channels ranging from news to music and entertainment along with two radio stations.

MBC wanted an automated system that can handle dynamic subscription management such as new offerings, customized promotions and coupons, along with the multi-country operations through dealer's network.

MBC chose Magnaquest for managing its DTH platform in the year 2016 and subsequently scaled to 450K HD boxes across multiple countries in the MENA region.

Magnaquest's SURE framework helped MBC to introduce customized notifications, offerings, promotions and discounts to acquire new customers and to retain them. They utilized SURE's end to end capability to launch services across multiple countries and enabled multi-language interfaces based on user preferences. They implemented a credit distribution model for dealers and retailers using passcode mechanism for authentication.

Magnaquest's SURE platform allowed MBC to manage its business by providing customized portals to both, customers and dealers.

With the SURE platform, MBC was able to rapidly roll out its services across multiple GCC countries with ease.

BENEFIT

MBC has deployed a fully automated subscriber management platform that is highly scalable and can create faster product bundles.

"Magnaquest SURE platform provided us the capability to launch services across multiple countries interfacing with payment gateways along with multi-currency operations. Their integration expertise with IRDETO CAS was of major help."

Bhanu Chaddha, Business Planning and Strategy Manager, MBC

INTEGRATIONS



Payment Gateways:
Cybersource, Payfort



Provisioning System: Nagra



SMS Gateways:
SMSGlobal, InfoBIT