

Broadband Internet TV For Insurance Companies

ABOUT OPTIVA MEDIA

Optiva Media is a company fully focused on Digital TV and Media projects. An established and market leader company deploying Digital TV, video and communications solutions for its customers, through a flexible, highly committed specialized services model.

ABOUT THE AUTHOR

Oscar León - Solutions Development Director

Computing background professional, with more than 15 years of experience in IT consulting and integration projects for big international consulting firms, he is focused on the technology, development and successful delivery of Optiva Media software development projects, as well as its products research and development.

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PRESENTATION SUMMARY

Groupama is a European top insurance company. One of its more visionary projects has been the launch of an Internet TV service for its customers. The first TV of an insurance company in Spain. Around 2,000,000 customers, 6,000 employees and 900 mediators have access to its contents.

Groupama Seguros TV uses WebTV and video portal modules from Optiva Broadband TV. The platform, based on Adobe Flash Media technology, also allows Groupama live feeds insertions from conference rooms and mobile units, supports multiple video formats in standard and high definition, and provides functions to conduct advertising campaigns and video contests.

Optiva Media R&D activities have been key for the company product development. Optiva Broadband TV platform is continuously being improved through R&D projects. The latest platform evolution is including the automatic generation of video metadata, and ontology techniques allowing videos catalogue semantic searches.

