



# SUCCESSFUL REPLACEMENT AT UNITEL, THE BIGGEST MONGOLIAN IPTV PROVIDER

*Beenius and Unitel Corporation LLC completed successfully the replacement of the former middleware vendor with Beenius Unified TV Platform*

LJUBLJANA, SLOVENIA, September 12, 2016 /EINPresswire.com/ -- [Beenius](#), a provider of highly advanced [Unified TV platform](#), and Mongolian company [UNITEL](#) Corporation LLC, leading provider of fix and mobile telecommunications services in Mongolia expanded their offer with new IPTV solution by Beenius. UNITEL couldn't find the common ground with the previous predominant middleware vendor, so they decided for Beenius and the Unified TV platform version 4.2.

Beenius made successful migration to Beenius solution, integration of Edgeware for VOD and concluded the integration on Zyxel STBs which UNITEL customers are using today. Since Beenius engagement, Unitel has grown from challenger to main IPTV provider in the country. At UNITEL they leverage from Beenius advertising features which enables promotion of operator's and third party services and products. Since Unitel Corporation started working with Beenius, Unitel was able to increase Univision's ARPU by 5 percent.

UNITEL recognizes that the competition in the IPTV segment is strong that's why their offer is enhanced with selection of best VODs. They offer the VOD selection in different variants – the same movie in different quality or audio language. With multiple movie variants the operator is able to charge differently for the different variants of the same movie. Furthermore most watch and recommended VOD feature brought customers relevant content on the push of the button that resulted in growth of VOD consumption that currently stands at three VOD purchases per subscriber per month.

“That UNITEL made a right decision with the replacement was shown already at the beginning of cooperation when Beenius offered outstanding support, novel features such as Promotion Screen, T-Commerce and outstanding flexibility of the Unified TV Platform” said Mr. Ganbold Ravjin CEO at UNITEL.

“With Beenius Interactive TV Platform they are able not only to offer best TV experience to their viewers but also to facilitate high growth of their user base by monetizing Beenius advance features” explains Filip Remškar, CEO at Beenius.

## About Beenius

Beenius is a developer of a proven and easily integrated platform for heterogeneous operator environments. It supports IPTV, OTT and hybrid services with a vast number of possibilities to offer TV content anytime, anywhere on every device. Built with the vision of becoming the Viewers' First Choice, Beenius' latest version offers customers an advanced solution, representing the optimum competitive advantage for their business.

## About UNITEL

Unitel (Universal telecommunications) is a Mongolian Corporate Group of IT companies. Unitel provides mobile phone, internet, IPTV and communication satellite. Unitel is a second largest mobile

operator in terms of subscriber base in Mongolia.

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