



## Yes Satellite Broadcasts its Services on New Channels Using the Worklight Platform



Broadcasting since 2000, Yes Satellite Services is Israel's only provider of satellite multi-channel television broadcasts and was the first to offer digital broadcasts and interactive television services.

The company has over 560,000 subscribers comprising more than 38% of Israel's multi-channel television market. With a staff of 2100 and 150 sub contractors, the company's turnover in 2008 totaled over \$400M.

### Overview

As part of the company's campaign to engage their customers beyond the television screen and attract new users through unique and innovative offerings, Yes Satellite Services was looking for a solution that would enable it to reach its users on multiple environments in a secure, scalable and cost-effective manner.

The company decided to expand into new channels of interaction where users can log into their accounts and personalize their entertainment preferences.

"Our customers value a personalized viewing experience, and we wanted to carry that same experience to the television guide app." said Dror Bahat, VP Marketing at YES Satellite Services.

**"Since our pre-launch release, both app downloads and customer usage have far exceeded our expectations, in large part due to the unique multi-channel app strategy made possible by Worklight."**

**Dror Bahat,**  
VP Marketing at YES Satellite Services





## Results

Powered by Worklight, the multi-channel application is integrated with YES Satellite Services' television programming systems and databases. Yes customers are now able to predefine media content preferences by program, genre and keywords, track specific programs and recommend preferred television programs and movies to friends from a selection of over 130 video and HD channels.

By leveraging the Worklight approach, Yes Satellite was able to develop its MyYes Television Guide application in a single effort and make it available to its customers on multiple environments including desktop widgets, Facebook apps and iGoogle gadgets. The Worklight approach has saved the company considerable development costs and cut its time to market significantly, allowing it to maintain its competitive position in the market.

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## Next Steps

Currently, app users are prompted to take advantage of YesMax Online, a Digital Video Record (DVR) feature recently launched by YES. The next phase of the implementation will enable Yes customers to use the application to remotely select specific programs for recording on their home DVR device.

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## About Worklight

Worklight provides open, complete and advanced mobile application platform and tools software for smartphones and tablets. Our award-winning products help organizations of all sizes efficiently develop and deliver HTML5, hybrid and native applications with a powerful and flexible mobile IDE, next-generation mobile middleware, end-to-end security and integrated management and analytics. Worklight dramatically reduces time to market, cost and complexity while enabling better customer and employee user experiences across more devices.

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