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Director of TV & Broadband  
Services Engineering



### About BT

BT Group plc is a British multinational telecommunications holding company headquartered in London, United Kingdom. It has operations in around 180 countries and is the largest provider of fixed-line, broadband and mobile services in the UK, and also provides subscription television and IT services.

## Powering a Better Viewing Experience

### BT TV provides a personalized, high-performance experience on any device with Couchbase

The digital age has transformed how consumers view television, from watching at a set time on a set channel to expecting to watch what they want, when they want, in any way they want. Broadcasters must constantly modernize to keep pace with changing customer expectations. BT is one such company aiming to give its subscribers the best TV viewing experience, every time.



**The Challenge: Create a personal, simple and brilliant experience on any device**

BT TV operates in a highly competitive market: including paid-for, commercial and free to air broadcasters, and on-demand streaming services. As a content provider, BT TV needed to be sure it could provide a personal, simple and brilliant experience on any device. BT TV needed a new database to support these needs: with customers generating 50 or more interactions each time they changed a screen.

“We needed a new approach - one that would allow us to manage the vast number of interactions we process centrally, and sharing that with all relevant devices in real time,” said Jérôme Tassel, Director of TV & Broadband Services Engineering at BT. “It quickly became clear that a NoSQL database was the solution to guarantee the best experience for our customers.”



**The Solution: Couchbase provides the new foundation**

BT TV carefully considered its requirements: including simple implementation, use and management at an enterprise scale and the ability to provide fast transactions, and decided that Couchbase was most suited to its needs.

Developed as an alternative to traditionally inflexible relational databases, Couchbase makes it easier to capture, manipulate, and retrieve the data involved in every interaction. A geo-distributed cloud-native NoSQL document-oriented database and key-value store provides unmatched developer agility and manageability, as well as unparalleled performance at any scale, from any cloud to the edge.

## SOLUTION:

Customer 360  
IoT Data Management

## APPLICATION:

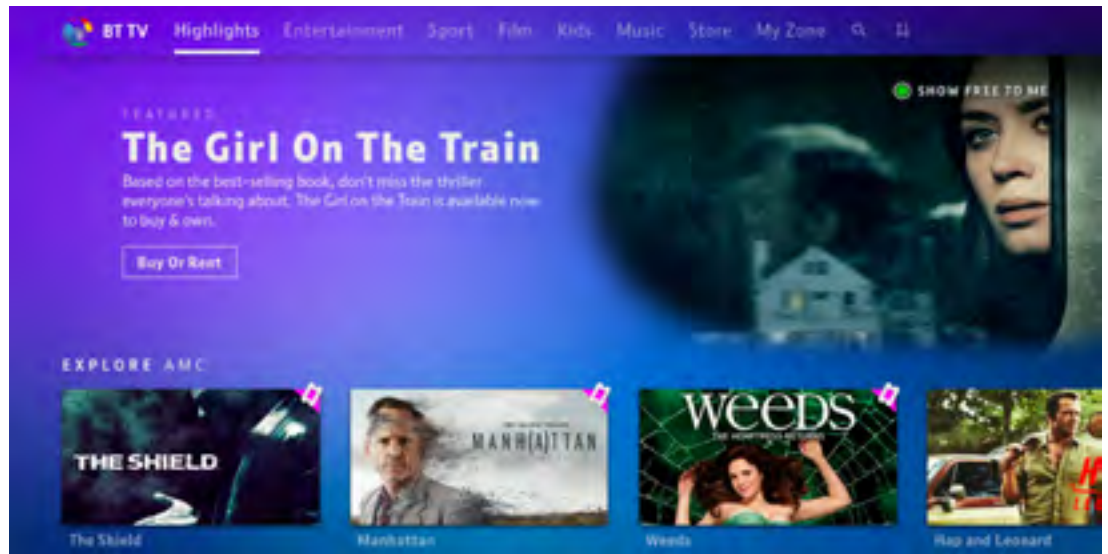
Set top boxes  
Location manager  
Program guide  
Content recommendations

## USE CASE(S):

User profile store  
Session store  
Endpoint/device mgmt.

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**The Benefits: Personalization, with potential for ongoing expansion**

### A robust service for each viewer

With millions of subscribers, BT needs to be sure its service can scale to meet demand at peak times. Couchbase’s ability to scale on demand to the degree enterprises need means that BT can guarantee a consistent service to customers.

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### A unique viewing experience for every individual

Using Couchbase’s caching capabilities to boost performance at scale, BT TV can offer each user a personalized experience across any device or location. This ranges from allowing viewers to resume a paused TV show from a different device, to recommending content based on viewing habits and service packages. As a result, BT TV can give its customers an experience that is perfectly tailored to them, in real-time.

### An ongoing project

BT TV is exploring more ways Couchbase can help it provide an even better experience.

### Learn more

Visit [couchbase.com](https://couchbase.com) to learn more about the enterprise-class NoSQL database built for business-critical applications.

### About Couchbase

Couchbase’s mission is to be the database platform that enables a revolution in application innovation. To make this possible, Couchbase created an enterprise-class NoSQL database to help deliver ever-richer and ever more personalized customer and employee experiences. Built with the most powerful NoSQL technology, Couchbase was architected on top of an open source foundation for the massively interactive enterprise. Our geo-distributed database provides unmatched developer agility and manageability, as well as unparalleled performance at any scale, from any cloud to the edge.