

# Antenna Group + Evergent: Powering a Modern OTT Experience

## The Challenge

Antenna Group, a leading international media, content, and entertainment organization, set out to rebuild the technology foundation behind **ANT1+**, its **subscription streaming service**, to gain greater flexibility, transparency, and control than its existing all-in-one OTT platform could support as the company's digital and direct-to-consumer strategy expanded and evolved.



## The Solution

Antenna selected the **Evergent Monetization Platform** for its complete 360° lifecycle coverage, from subscription and billing to financial management.



1 Fully met 100% of Antenna's functional requirements



2 Seamless integration with Brightcove and local partners



3 Customized **Next Best Offer (NBO)** feature to **reduce churn** by presenting personalized offers during cancellation

# The Results



**“We are confident that Evergent can handle complexity.”**

— **Sotiris Sklavounos**

Head of Product & Development, Antenna Group

## Impact

Antenna Group now has the flexibility, scalability, and autonomy to **grow its OTT business faster**, with clear visibility, smooth operations, and higher subscriber retention.

## The cancellation flow

### Cancel Subscription

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**Why do you want to cancel?**

- Memberships are very expensive
- It doesn't have enough content
- There are technical problems
- I have multiple accounts on ANT1+
- My device is not supported
- Other

Submit

**We're sorry to see you go. However, check out the offer below, it might interest you!**

**Family Μηνιαίο**

from 10,99€ /month  
**5,49€** /month

I want it!

- ✓ ANT1+ 7 Days Preview (available up to 7 days before their broadcast on ANT1)
- ✓ Exclusive series & movies
- ✓ The entire new programming and film library of ANT1

I want it! I am not interested