



Increase your revenue by utilizing new technologies

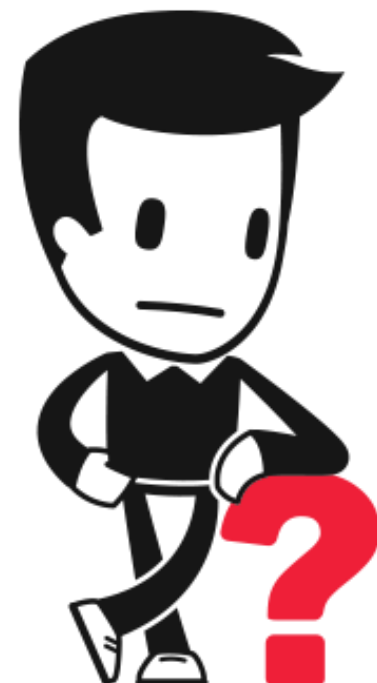
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**WHAT IS MORE IMPORTANT,
building things right
or
building the right thing?**



Licensing

- One license for all;
- License per feature;
- License per service (microservice);
- Multi licenses (Multi-Operator);
- Advertising;



New technology - Addressable TV

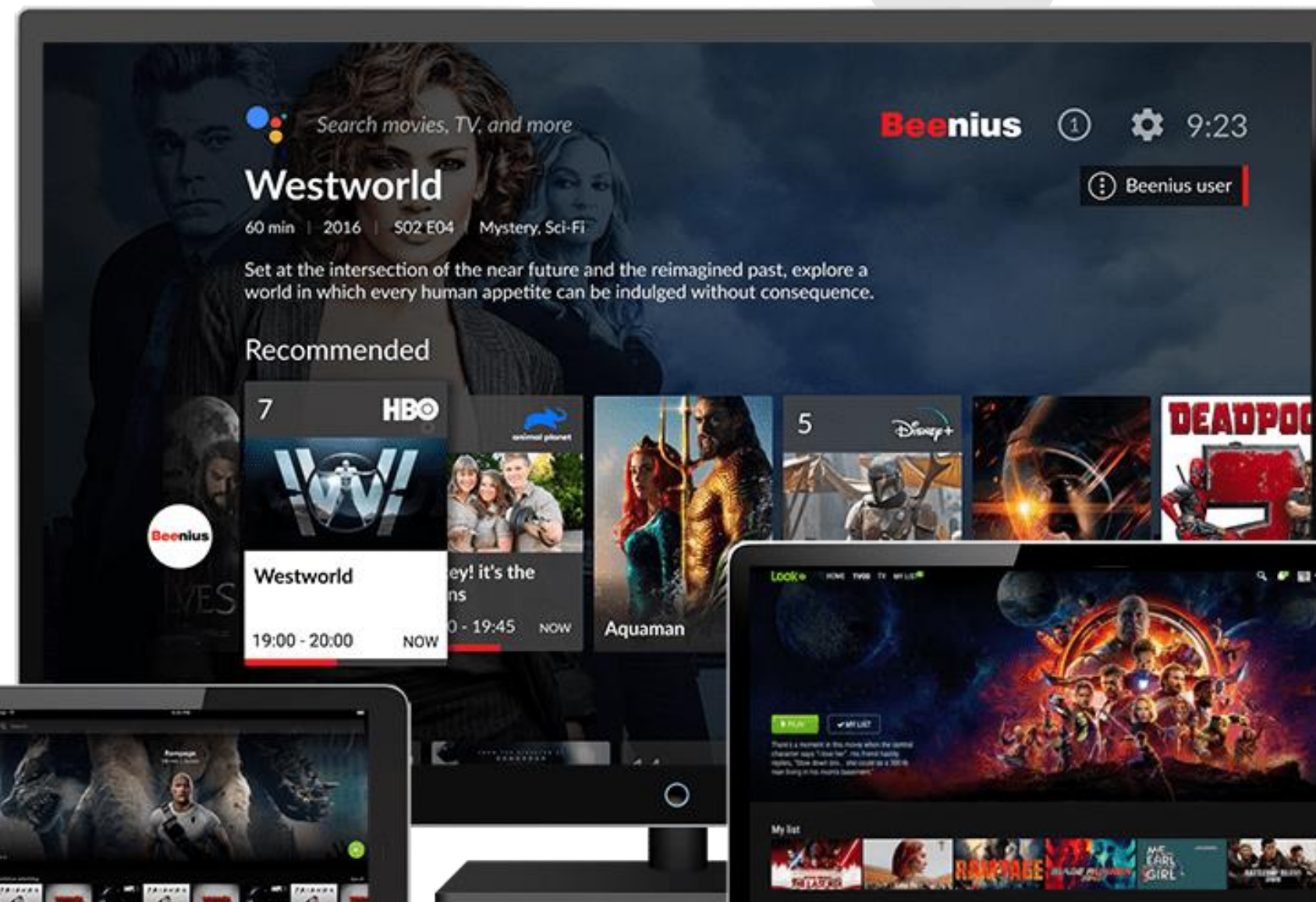
- Static and dynamic ads;
- Ads placements inside UI;
- Interactive ads;
- Inside video stream;





In the middle of difficulty lies opportunity.

—Albert Einstein



Tips & Tricks

- Don't rush with the development;
- Don't complicate and overengineer the solution;
- Nothing in this world is perfect;
- Focus on excellence rather than perfection;



Tips & tricks

- Nothing is permanent (focus on new opportunities);
- Quality above price;
- Complex software;
- Don't be afraid to make mistakes (and learn);





**Learn from yesterday, live for today,
hope for tomorrow. The important thing is
not to stop questioning.**

–Albert Einstein



Thank you



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