

DEMO SCENARIOS

- Content security using CAS/ multi-DRM
- UI composer for layout customization on the fly
- Automated media workflow management using CMS
- Doubling monetization through subscription management system and AVOD (Pre, mid, and post rolls)

SCOPE

- SaaS based pre-integrated OTT backend components (CMS, SMS, DRM, OTT middleware, analytics, UI composer, Ad solutions, content discovery platform, usage analytics)
- OTT clients for mobile and living room devices



BENEFITS

- Single vendor for all the OTT components for faster deployment
- Dynamically scalable with microservice architecture
- Multi tenancy and language support
- Centralized monitoring service
- Centralized data lake with powerful analytics