

CUSTOMISABLE OTT PLATFORM

Made-to-order integrated ott solution for broadcasters and operators

CUSTOMISABLE OTT SOLUTION

Tier 1 broadcasters and operators often have an existing back-end environment complete with encoding, transcoding, DRM, CDN, and content management systems. These companies design and develop the OTT experience in-house with dedicated teams. This generates a demand for an approach, where the client-side application, multichannel UI, and UX are created and integrated into the existing and widely deployed customer environment.

Sofia Digital's OTT platform is based on best practice solutions from multiple deliveries around the world. Our modular approach has numerous available components and backend integrations to all the most common back-end systems to select from – all fully customizable.

At the same time if the customer does not have a complete OTT environment yet, Sofia Digital can provide the necessary back-end solutions with its partners.

SOFIA DIGITAL'S APPROACH TO OTT

- Fully customizable solution – easy migration and integration to pre-existing infrastructure components
- Rapid agile development including extensive testing with selected platforms and devices
- Faster front-end development with a glue API to all selected platforms
- Freely customizable user interfaces
- Robust technology with Sofia Digital's award-winning Backstage and the best-in-class third-party solutions

WHY SOFIA DIGITAL

WORLD CLASS REFERENCES

Successful deployments to many different customer environments all around the world

EXISTING INTEGRATIONS

Tested integrations to a wide number of backend platforms already available

FLEXIBLE BUSINESS MODEL

Support for OPEX and CAPEX models as needed

SUPPORTS ALL MONETIZATION MODELS

All advertising and subscription models based on customer's selected backend

EXTENSIVE RECEIVER LABORATORY

Over 100 televisions in the laboratory which facilitates the whitelisting of devices and generate maximum reach for the OTT service

EXPERIENCE

Over 20 years of experience in interactive television technologies and worldwide pioneer in reception and distribution technologies

COMPONENTS OF A CUTTING EDGE OTT-PLATFORM

SOFIA DIGITAL CORE SOLUTIONS

- DVB + OTT Hybrid solutions
- Live TV/Radio streaming of existing linear services
- Responsive OTT PC Browser experience creation and hosting
- Cloud hosting of videos and applications
- DVB-I service list and service guide services for OTT live channels and EPG integration
- Applications and analytics system with real-time monitoring
- Professional and Operational Services necessary to integrate, maintain and deliver the integrated end-to-end solution
- Portable DVB test bed

CLIENT IMPLEMENTATIONS

- Linear streaming, Catch-up and VOD
- SmartTV applications, AndroidTV, Tizen, LG, HbbTV
- OTT client applications for linear streaming and Catch-up TV
- Rich EPG and Catch-up HbbTV application
- Responsive web-site OTT implementation
- HbbTV portal application
- Mobile client applications based on best practices (iOS and Android)
- Video file encoding and transcoding services (on-prem)

PARTNER SOLUTIONS OR INTEGRATIONS TO EXISTING ENVIRONMENT

- Multi-DRM system for content protection
- CDN system for content delivery to a large number of customers
- Origin servers for maintaining the videos on the server
- Transcoding system for transcoding the videos to relevant formats
- Ad server for providing ads for monetizing the service
- Recommendation service for generating recommendations for the audience members
- CMS and CRM integrated
- Enriched metadata for linear and non-linear content
- Audience measurement, analytics and reporting

Sofia Digital works together with the leading international companies in their respective fields delivering the backend solutions.

These companies include, among others, Irdeto, Intertrust, Vimond, and Vewd. The Full list of our public partners can be found here.

SOFIA'S DELIVERY PROMISE

Sofia Digital transforms your DVB or internet-OTT environment to multichannel OTT platform

CONTENT SOURCES

1



Ingest video files or capture live video stream.

ENCODING

2



Video is encoded into the desired format. Optional DRM is added.

VIDEO CMS

3



Video files are put available on an origin server. Metadata is added.

DELIVERY

4



Video content is delivered over the CDN.

WATCHING

5



Video players include video catalogue + intuitive video player functionality.