

Endavo MCN Platform

OTT-TV Solution for Service Providers



Endavo's enterprise MCN solution powered by our OTT Video Services Platform and designed for aggregating, managing and delivering premium curated multichannel digital content and next-generation OTT-TV services.



OTT-TV Channel and Programming Management

Endavo enables MCNs with the ability to easily ingest and manage multiple content providers and channels through a single management console:

- Channel Ingestion – VOD channels ingested via HTTP, FTP, RSS, MRSS, HDD; live channels/streams ingested over IP or satellite; EPG and batch metadata ingestion.
- Content moderation – content providers independently populate and manage their own channels, then syndicate their channels to service provider account for review, approval and programming for OTT distribution.
- Distribution management and security - easily manage geo or device rights, release windows, business rules, and end-user access.
- Content repackaging –curate channels and organize multichannel network from inventory of aggregated content providers.
- Commercialization –assign aggregated channels to subscription services or assign advertising or transactional pricing to individual programs, series or channels.
- Reporting – the platform captures all delivery, engagement and commercial data necessary for both service providers and content providers to analyze and manage their business relationship.

OTT-TV Platform for Network TV Broadcasters and Pay TV Service Providers



Aggregate new OTT-TV channels from many new sources:

- Independently programmed VOD channels
- Title libraries
- Episodic TV shows
- Linear TV channels and EPG
- Live events
- Live radio and music channels
- User-generated content (UGC) and channels



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OTT-TV Service Delivery

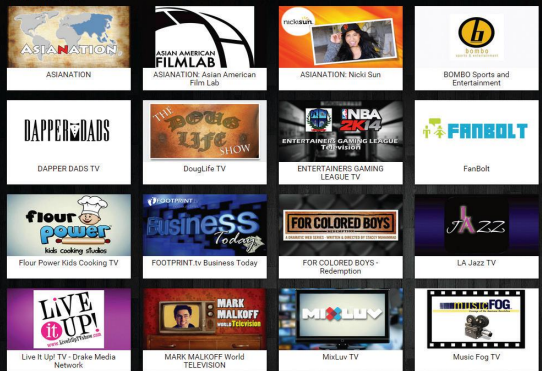
- Endavo OTT XL processes and delivers multiscreen live TV channels and VOD programming “over-the-top” or “through the middle” of existing networks – transcoding, transmuxing, encryption for ABR unicast streaming or on-net delivery to iSTB, Smart TV, PC, tablets, smartphones, all available in the cloud and/or on local servers.
- Custom TV services supported, such as Catch-up TV, Start-over and nDVRCloud-based solutions result in lower upfront costs with ROI tied to lifetime customer value projected against future capacity growth. Convert capital costs to operational costs.
- Local installation of the platform or certain components is available to meet network or distribution rights requirements
- Integration to service provider OSS/BSS for billing and subscriber/user authentication
- Seamless or custom user experiences delivered to every screen through integrated authentication and services APIs
- Custom website and application development and hosting services available for end-to-end OTT-TV solution – websites, iOS, Android, iSTB, hybrid STB, Smart TV

Endavo also serves as an agile platform and framework for developing and launching next-generation TV services.

- Service oriented and open architecture enables agility and flexibility to develop, test and launch custom services using digital media
- Frameworks in place to accelerate development times and reduce cost to deploy new services
- Cloud infrastructure provides virtualization for agile development, testing, ramp-up, increased performance and reduced deployment costs.
- Web 2.0 (REST) API can quickly be expanded to deliver newly-created services to existing or new user interfaces

MCN Value Proposition

CHANNELS



- Empower content providers to easily syndicate into MCN for OTT-TV distribution
- Keep OTT-TV platforms alive with fresh, regularly updated content, UX and services
- Gain access to expanding universe of OTT content and channels
- Reach new subscribers and create new revenue streams
- Lower costs and switch to operational cost model
- Adopt a future proof strategy that is flexible, easily scalable and virtualized

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