

# OTT Video Services Platform Features



Platform Features	Description	
<b>Endavo Media Management System</b>	Web-based administrative portal for managing publishing and monetizing digital media and VOD services; monthly license fee; set-up fees based on platform admin levels and specific workflow and feature requirements	● incl \$ add'l
<b>EMMS Account</b>	EMMS account, our web-based media and service administration console, included in base license fee. Multiple users and admin roles supported	●
<b>Additional Accounts</b>	Additional EMMS accounts available for OTT Enterprise; Group Level admin and Service Provider admin levels are available for additional platform fees	\$
<b>Content Upload</b>	Quick upload tool, FTP, batch uploads, RSS feed import, custom ingestion solutions available	●
<b>Linear Channels and Live Events</b>	Publishing points set up for live or linear streaming and premium service packaging. PPV, Subscription, or packaged with VOD svcs	\$
<b>Content and Metadata Management Tools</b>	Maximize content discovery with comprehensive metadata management and user-friendly content organization; dual language metadata support	●
<b>Transcript Management</b>	Ingest and manage video programming transcripts to support closed captioning, subtitling and chapter marking	\$
<b>Content Organization</b>	Create desired user experience with content libraries easily organized by category, channels, shows, seasons, episodes, movies and trailers	●
<b>Workflow Tools</b>	Mass actions, quick search, key action quick links	●
<b>Publishing Tools</b>	Quick or scheduled publishing, media activation, dynamic playlist creation, RSS playlist	●
<b>Policy Management</b>	Geographic restriction, Device restriction, Rights windows, tokens/keys, Domain Restriction	●
<b>Preview and QC</b>	Quality Control through player and media preview features	●
<b>Still Image Management</b>	Auto-generate, upload or manually create media title thumbnails and images, including posters, sliders, channel/category branding	●
<b>Multimedia Support</b>	Upload and manage audio, pictures and galleries, as well as video	●
<b>Reporting and Metrics</b>	Content delivery and viewing stats, performance, media inventory, ad stats, users, engagement, e-commerce transactions, syndication metrics	●
<b>Content Syndication</b>	YouTube, OTT-TV, RSS, Premium Syndication to service providers	●
<b>User Generated Content</b>	UGC upload module, moderation, publishing, open/closed contests	●
<b>Social &amp; Interactive Tools</b>	Membership, open or moderated comments, ratings, voting, sharing, posting, live chat	●
<b>Storage &amp; Multiscreen Packaging</b>		
<b>Included # of Titles</b>	<i>Secure packaging and storage of original media files and all transcoded formats and renditions for multiscreen delivery via CDN (including ABR and transmuxing), monthly fee based on activated titles</i>	● 1000
<b>Additional Titles</b>	Monthly fee based on # of activated media titles in account(s) at end of month. <i>(rate card provided with purchase order)</i>	\$
<b>Media Players and UI</b>		
<b>Embed Video Players</b>	Built in Flash and HTML5 players; media item embed player code; quick-launch (flash) player builder, multiple layouts (flash), custom configurations and associated services available.	●
<b>Express VS</b>	Launch and manage a widget-based video site, directly from EMMS with no website development required. Customize templates, widgets, media organization, players and services, incl. registration, subscriptions, rentals and social. Can be associated with existing site URL for seamless UX.	●
<b>Roku</b>	Quick-launch templates available. Custom templates available by quote <i>(See EnVision)</i>	\$

<b>Smart TV (LG)</b>	Custom app offered in LG Smart TV App Store by quote <i>(see EnVision)</i>	\$
<b>Mobile/Tablet</b>	Custom apps for iOS and Android devices available by quote <i>(see EnVision)</i>	\$
<b>OTT/Hybrid STB</b>	Custom apps for OTT/Hybrid STBs with Opera browser <i>(see EnVision)</i>	\$
<b>Custom Website</b>	Custom browser-based video portals to support large content libraries and custom video services, accessible on web browsers, phones, tablets and OTT STBs <i>(additional hosting and support fees may apply – see EnVision)</i>	\$
<b>Content Delivery</b>		
<b>Multiscreen Encoding</b>	Full support for multi-format, multi-bitrate transcoding and transmuxing for multi-screen delivery of files or live streaming. Upload/ingest once in any supported format; HD, adaptive bitrate and 3D supported	●
<b>Global CDN Services</b>	Global content delivery network services provide superior video playback performance. <i>(Rate card provided with purchase order)</i>	● 2500 GB
<b>Live Streaming</b>	Support for Flash (RTMP), HLS, RTSP and other multiscreen live streaming formats <i>(set up and additional fees may apply for multiscreen live and other live event or TV channel services – see EnStream documentation)</i>	\$
<b>Catch-Up TV</b>	Recorded linear channel streams and EPG integration allowing users to watch previously aired programming or start current program over.	\$
<b>VOD Delivery, Streaming</b>	MP4 progressive download, HLS, RTMP(e), Smooth Streaming, RTSP, adaptive bitrate, multi-bitrate, download supported	●
<b>Subtitling, Chapter Markers</b>	Transcripts accepted to support closed captioning and chapter markers	\$
<b>Encryption</b>	Standard stream encryption (RTMPE); premium encryption for DRM	\$
<b>Security</b>	Standard token-based user authentication; premium license keys	\$
<b>DRM</b>	Smooth Streaming encrypted delivery with PlayReady license keys (KeyOS), includes Silverlight players <i>(additional fees apply)</i>	\$
<b>Commerce</b>		
<b>Subscriptions (SVOD)</b>	Multiple subscription packages applied to individual videos or groupings	●
<b>Transactional (TVOD)</b>	Rental price templates applied to individual videos or groupings	●
<b>Promotional Codes</b>	Set up and manage promo codes to user for free service promotions	●
<b>Syndication Models</b>	Publish channels for OTT service provider or social network syndication and manage multiple pricing models incl. SVOD, TVOD per sub, hrs.	●
<b>Payment Gateway</b>	Integrate authorize.net or PayPal merchant account for premium services	\$
<b>My Account Tools</b>	Subscription management, rental history, use profile management	●
<b>User Management</b>	Review and manage registered users and subscribers	●
<b>User Authentication</b>	Seamless multiscreen user experience, centralized account management	●
<b>Internal Ads and Banners</b>	Limited-use video/display ad platform and promotional sliders/banners	●
<b>Targeted Advertising</b>	Pre-roll, post roll video (mid roll supported by some players), banner ads (player and site), ad grouping, pre-integrated with DFP and others	\$
<b>Select Special Services</b> <i>(Additional Fees Apply)</i>		
<b>Ad Platform Integration</b>	Custom integration of 3rd party ad platform to EMMS or website	\$
<b>Web Services Integration</b>	Integration of outside social applications such as newsletters, Twitter, Facebook sign-on, blogs	\$
<b>Systems Integration</b>	Custom network, OSS, CMS, billing system and payment gateway integration	\$