24i

Maximize streaming revenues with 24i's all-in-one OTT solutions

One turnkey solution that scales as you grow

All your video	On every device
↓	↑
Back end infrastructure →	Front end apps

Streaming Success Demands Multi-Screen Expertise

The massive growth in consumer demand for streaming video presents OTT services with huge potential, but also enormous challenges. To maximize the revenue from your library of amazing video, you need to make it available on as many consumer devices as possible.
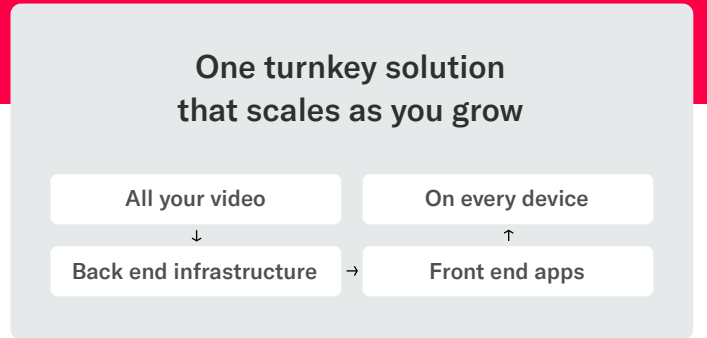
Traditionally, scaling up has required significant operational overhead to design, build and maintain multiple custom applications. These apps rely on a video backend and content management system, as well as third-party solutions for subscriber management, entitlements, payments, analytics and recommendations.

Prepare
Ingest   Package
Transcode   Enrich Metadata   Multi-DRM

Deliver

Report   **Support**   Origin
Monitor   CDN   Storage

Service Management

Subscriber Management & Payments   Recommendations

Integrate via API   Advertising   UX Management

White-label apps for all consumer devices
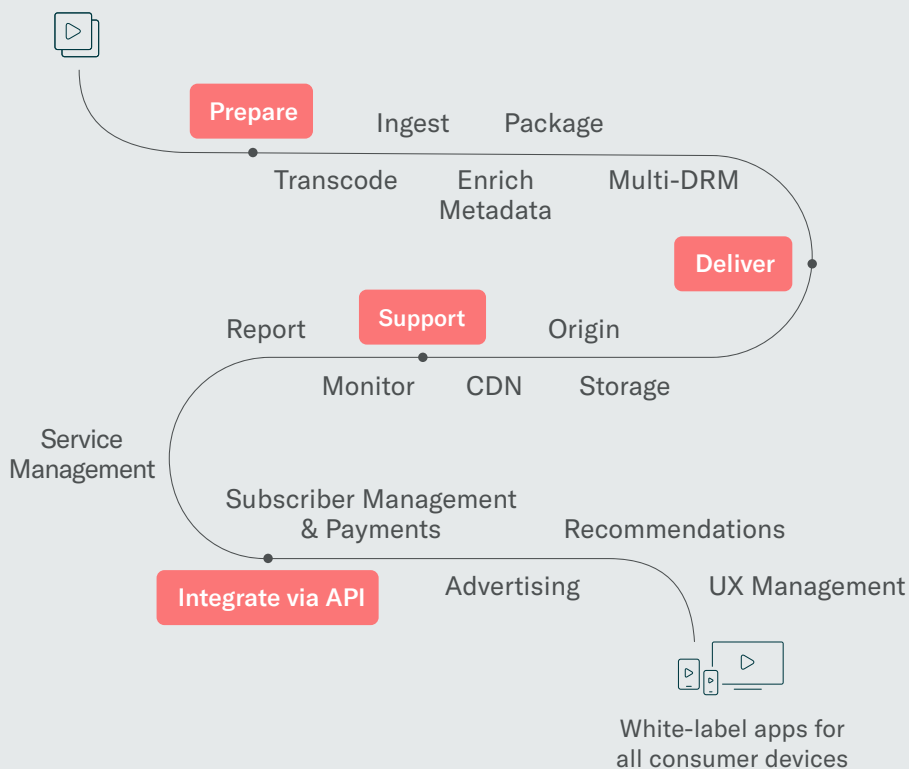
An end-to-end, pre-integrated platform

With 24i Mod Studio, you don't have to spend time and money on in-house development and managing multiple vendors.

Our end-to-end turnkey platform takes the pain out of your day-to-day operations.

It is pre-integrated with market-leading partners to meet all your OTT needs, including payments, recommendations, analytics and QoS metrics.
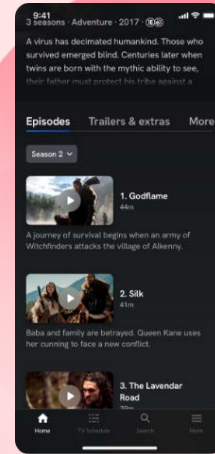
24i's Solutions for OTT Services

Remove the limits on your OTT service with 24i Mod Studio - our end-to-end streaming platform.

If you're replacing existing infrastructure or starting something entirely new, our predefined **24i OTT Studio** solution will reduce your time to market.

To add further features and extend your reach to more devices, choose **24i OTT Studio Select**. Both options will reduce your time to market and overall cost, leaving you free to concentrate on your core strengths — building a great library of video and marketing it to your target consumers. If you're not looking to replace your existing backend, but want additional streaming capabilities, ask our team about our **24i Premiere Select solutions**. Whether you need a single Smart TV app or a fully custom UX, we have a solution to meet your needs.

24i OTT Studio

· Cost-effective, end-to-end OTT solution.

· SVOD 4K video on web, iOS and Android with Chromecast & Airplay.

· Includes transcoding, DRM, CDN & subscriber management.
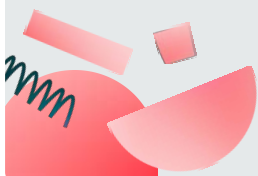
24i OTT Studio Select

· OTT Studio features, **plus** your choice of extra Mods at further cost.

· Reach users on Roku, Apple TV, Fire TV or Smart TVs.

· Add support for live streaming, AVOD, TVOD or rich recommendations.

24i Premiere Select

· Combine selected Mods with your own backend to extend your reach.

· Tap into 24i's Smart TV app experience or add our white-label apps to your own backend.

· Get a custom UX built on our proven app framework.

The benefits of simplifying your streaming service with 24i

Launch Fast

Pre-configured end-to-end solutions mean you can be up and running with a branded OTT service in as little as four weeks.

Extend Your Reach

White-label, cross-platform applications allow your service to rapidly expand to Smart TVs, Apple TV, Roku, Android TV, mobiles, tablets and more without custom development.

Simplify Your Operations

Eliminate your multi-vendor management headaches as you control the entire streaming operation from a single interface.

Scale As You Grow

24i's platform offers enterprise-level scale for the highest peaks of projected traffic alongside a choice of pay-as-you-grow business models. You don't invest in capacity until you're ready to use it.

Partner With Experts

With more than a decade of experience in the streaming market, we're familiar with most OTT challenges and have strong relationships with all the major device platforms. Our expert account management, integration and support teams will navigate you safely through the stormy waters of OTT operations.
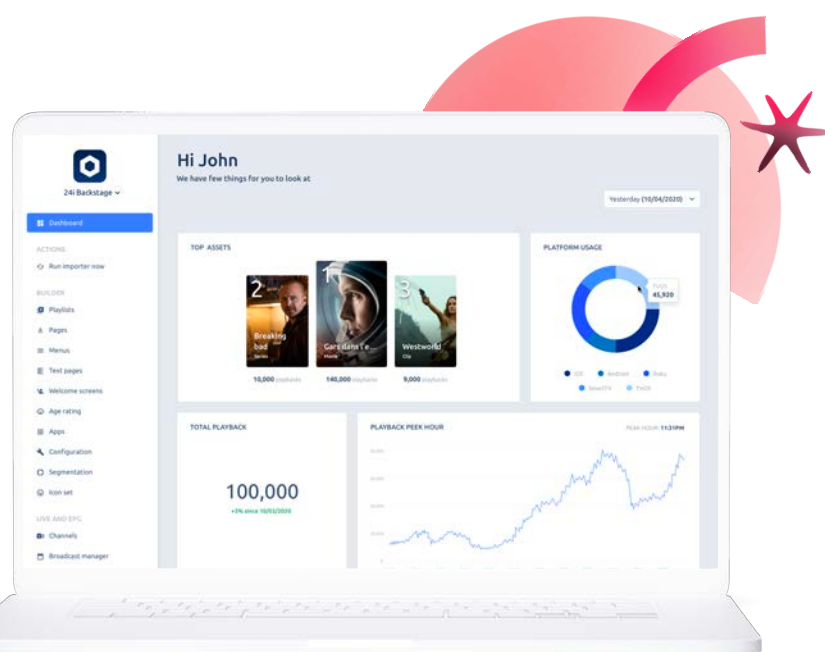
Key Features

24i's cloud-hosted content and application management interface, Backstage, gives you instant control over every part of your streaming service, from video ingest to the front-end user experience.

Cloud-based Video Infrastructure

Mod Studio's Videostage is the engine of your OTT streaming operation. It covers all the steps of the workflow for multi-platform video distribution of VOD and live events. Including:

- Video Ingest
- Automated transcoding
- Encryption with all leading DRM technologies including PlayReady, Widevine and Fairplay

- Content storage
- Content distribution via pre-integrated CDN partners

Front-end User Experience

Mod Studio's Appstage brings your streaming service to life on every consumer screen without compromising on style. White-label applications support all the key VOD use cases on the full range of devices using our single, cross-platform code-base:

| TVs	Media Devices	Mobiles	Browsers	Consoles
Smart TVs	Roku	Android	Chrome	Playstation
HbbTV/ATSC	Apple TV	iOS	Firefox	Xbox
Android TV	Fire TV	iPadOS	Edge	
	Chromecast		Safari	

Backstage

Backstage supports ingestion and management of metadata and images related to your video assets, but also gives you full control of your layout, branding and content promotion.

You can easily apply changes to a single application, or all of them at once, without the need to write a single line of code.
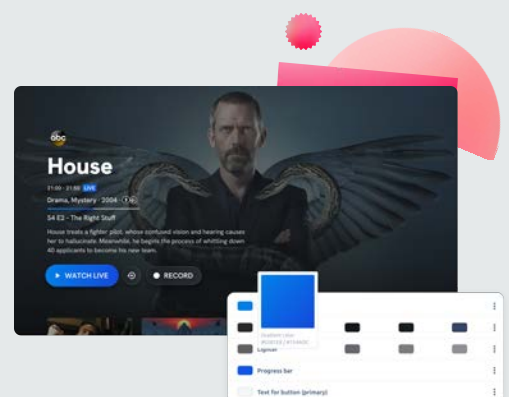
Branding and styling options include adjustment of colours, buttons, logos and automated image resizing. Build pages, customize menus, welcome screens and promotional areas. Segment your audience and configure automatic adjustment to the UX for different devices, regions and audience groups.

Application features include:

- SD, HD, 4K Support
- Multi-audio and Subtitle Support
- Advanced Search
- Cross-device Playback ("Follow Me"/Pause and Resume)
- Intuitive Navigation

- Binge-Watching
- Recommendations and Ratings
- Favorites and Watchlists
- Flexible Choice of Business Models (SVOD, FVOD, TVOD, AVOD)
- Pre-, Mid-, Post-Roll Advertising

- In-App Payments
- TV Everywhere (TVE) Authentication support
- Multi-profile Households
- Reminders and Notifications
- Parental Controls

Expert Support

When you choose a solution from 24i, you get the backing of our expert test lab, equipped with over 350 unique devices to ensure maximum compatibility with different models of consumer streaming devices. Our continuous integration and development workflows include automated testing and regression testing across all platforms for every OS update.
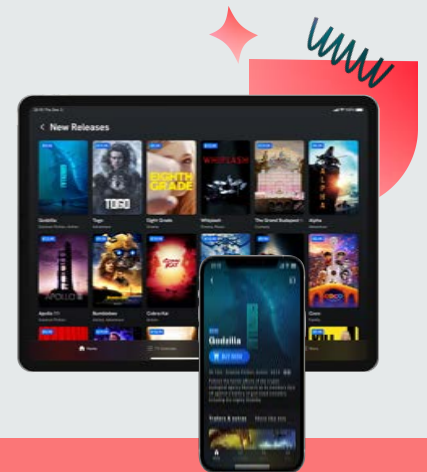
Tried and Tested Solutions

24i Mod Studio is already providing support to a wide range of streaming OTT services. Our OTT customers include:

Cinessance   RTÉ   BROADWAY HD   FLOW SPORTS   PURE FLIX   Televisa   GAME SHOW NETWORK   Newsmax

Get hints and tips on your streaming journey from 24i's customers in our whitepaper, Tales from the OTT Frontline.

Or **contact us** for more information and a demo of our OTT solutions.

Get The Whitepaper