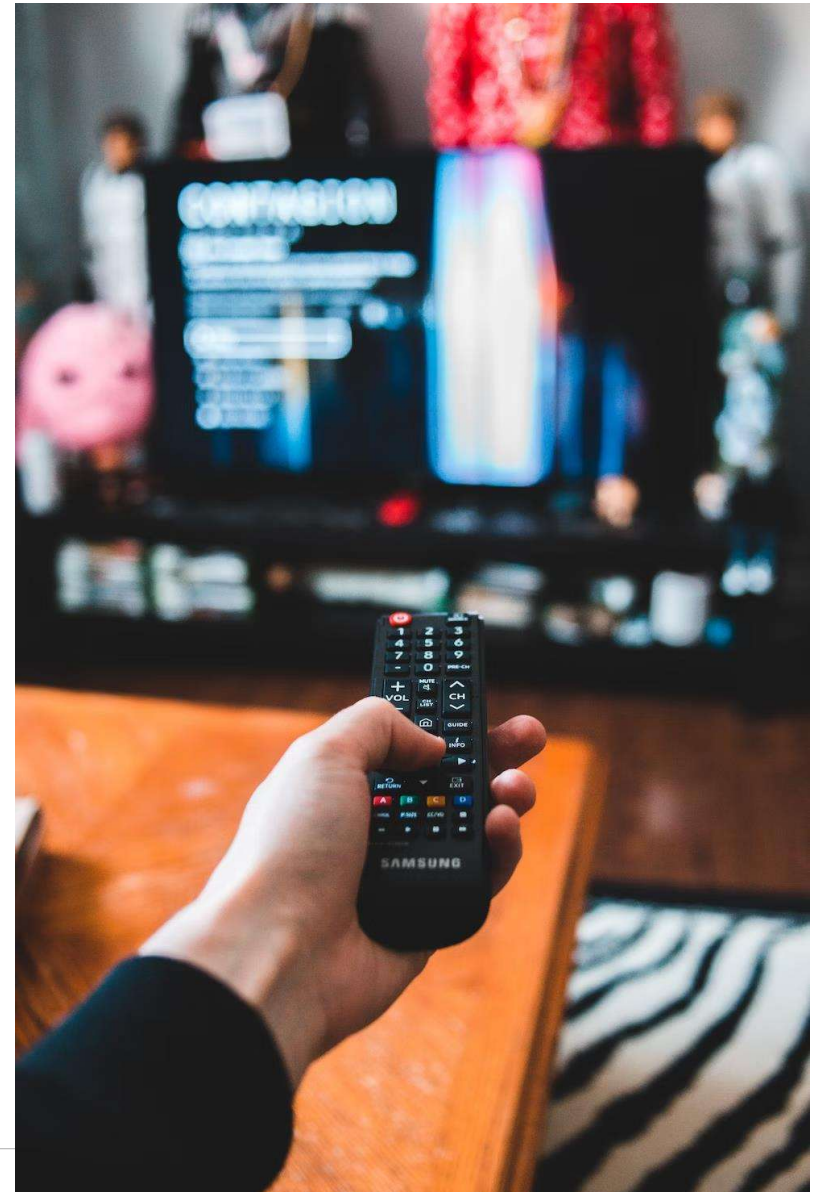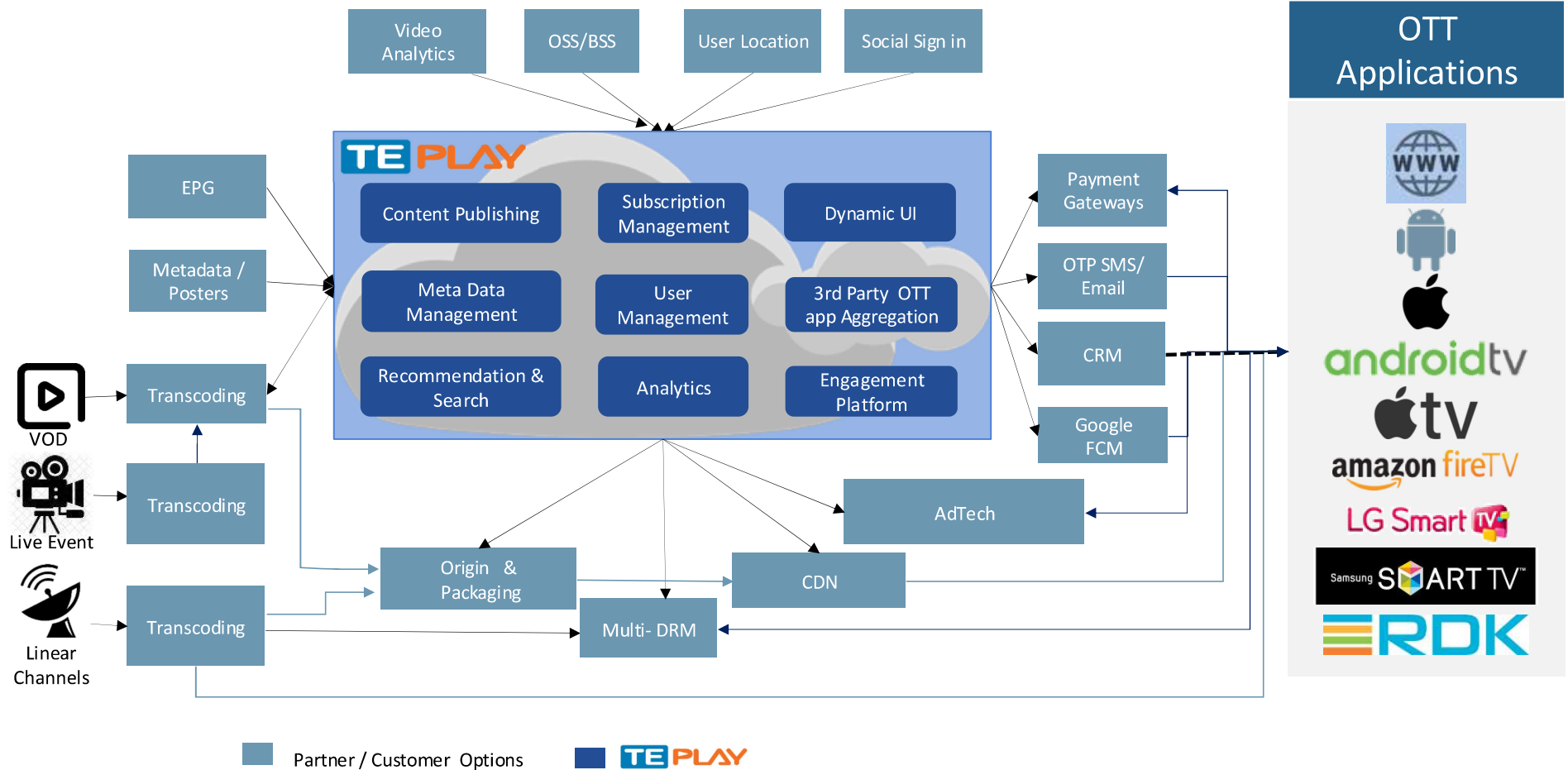# TE PLAY

360° Video Platform

TE PLAY

TEPlay is a pre-integrated, highly scalable, and a secure video platform addressing the complete video ecosystem through in-built modules driven by **data & intelligence**.

Enabled with monetization avenues it is a performance-driven solution, delivering seamless experience across devices.

TEPlay handles the technology seamlessly enabling operators to focus more on their core business .

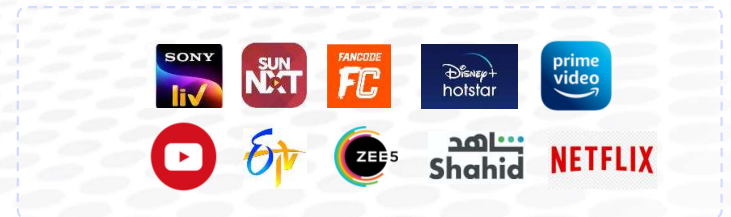**TATA ELXSI**

TEPlay Product Ecosystem
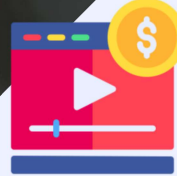
TE PLAY Overview

12 Pre integrated apps

PlayCMS
Content Management System
- LIVE & VOD Workflow
- Catalogue Management
- Metadata enrichment

PlaySMS
Subscriber Management System
- Plan & Package Mgmt
- User Management
- Subscription Mgmt
- Offers & Promotions
- Billing Mgmt

PLAYMERGE+
Content Aggregation Module
- MetaData Mapper
- Frequent Scheduler
- Asset creation

UIGenie
Dynamic UI Composer
- Layout Manager
- Theme Management
- Rail & Banner Mgmt
- Inhouse Promotion
- Configuration Mgmt

IntelliPlay
Unleash Insights, Empower Decisions!
- Data & Statistic
- Insights Dashboards

uLike
Content Recommendation
- Content recommendation
- User Personalization
- Profile based recommendation

EngageX
Connect, Engage, Amplify.
- User Engagement
- Targeted Notification
- Campaign Automation
- User Retention

B-to-B Net
Inventory & Channel Partner Management
- Inventory Mgmt
- Channel Partner Mgmt
- Credit Mgmt

Partner Ecosystem

Pre-integrated OTT Apps

TEPLAY HELPS WITH KEY BUSINESS OBJECTIVES

Monetization

Faster Go-to-Market

Ease of Operating & Maintenance
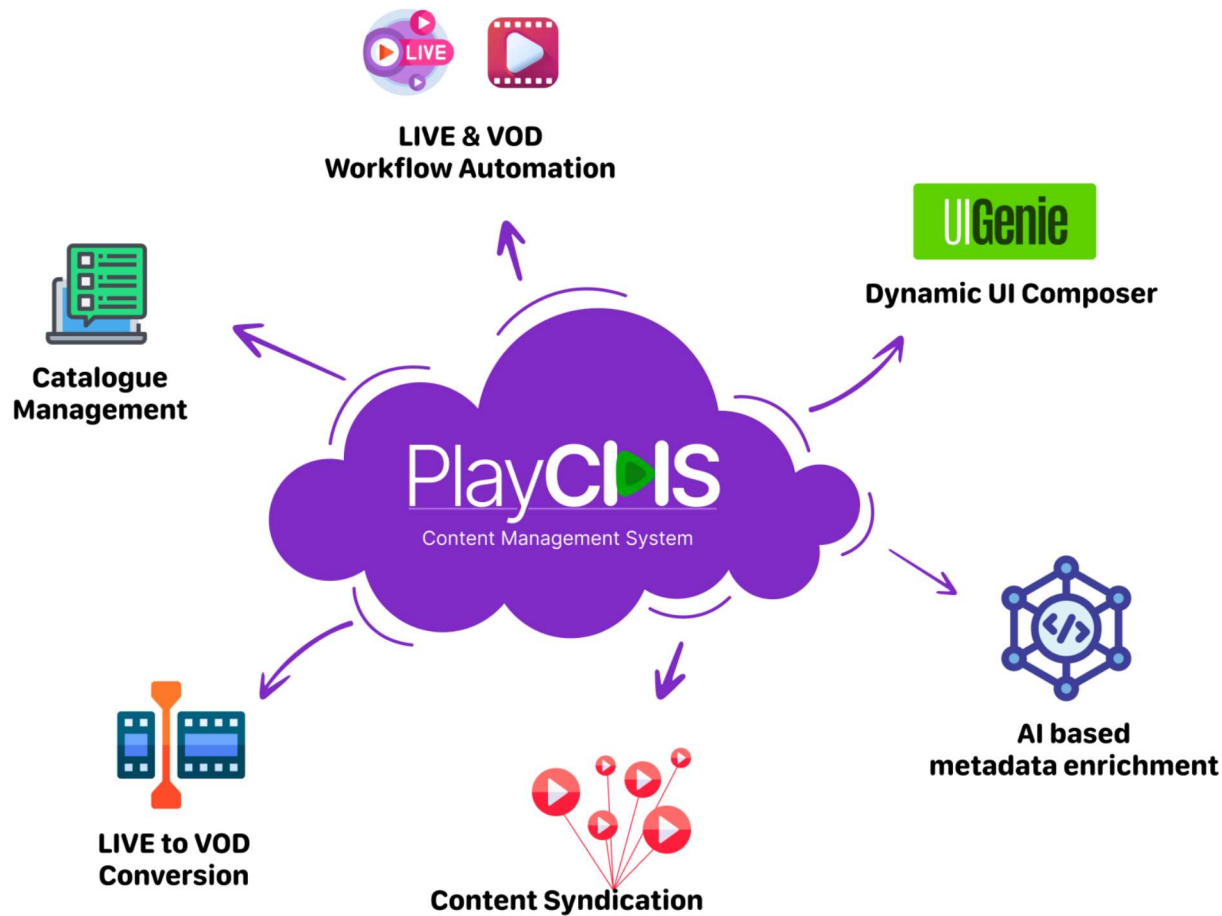
One-Stop-Solution with Customised Offerings

Advantage

TATA ELXSI

5

Give your Content Management
a Jump start!

PlayCMS

Content Management System

TATA ELXSI

Content Management: Ecosystem

LIVE & VOD Workflow Automation

Dynamic UI Composer — UIGenie

Catalogue Management

PlayCMS — Content Management System

AI based metadata enrichment

LIVE to VOD Conversion

Content Syndication

Give your content management a Jump start!

Improve Efficiency
- Automates manual tasks
- Streamlines workflows
- Eliminates duplication of efforts

Enhanced Collaboration
- Centralized platform for content access
- Real-time editing and metadata enrichment
- Access controlled workflows

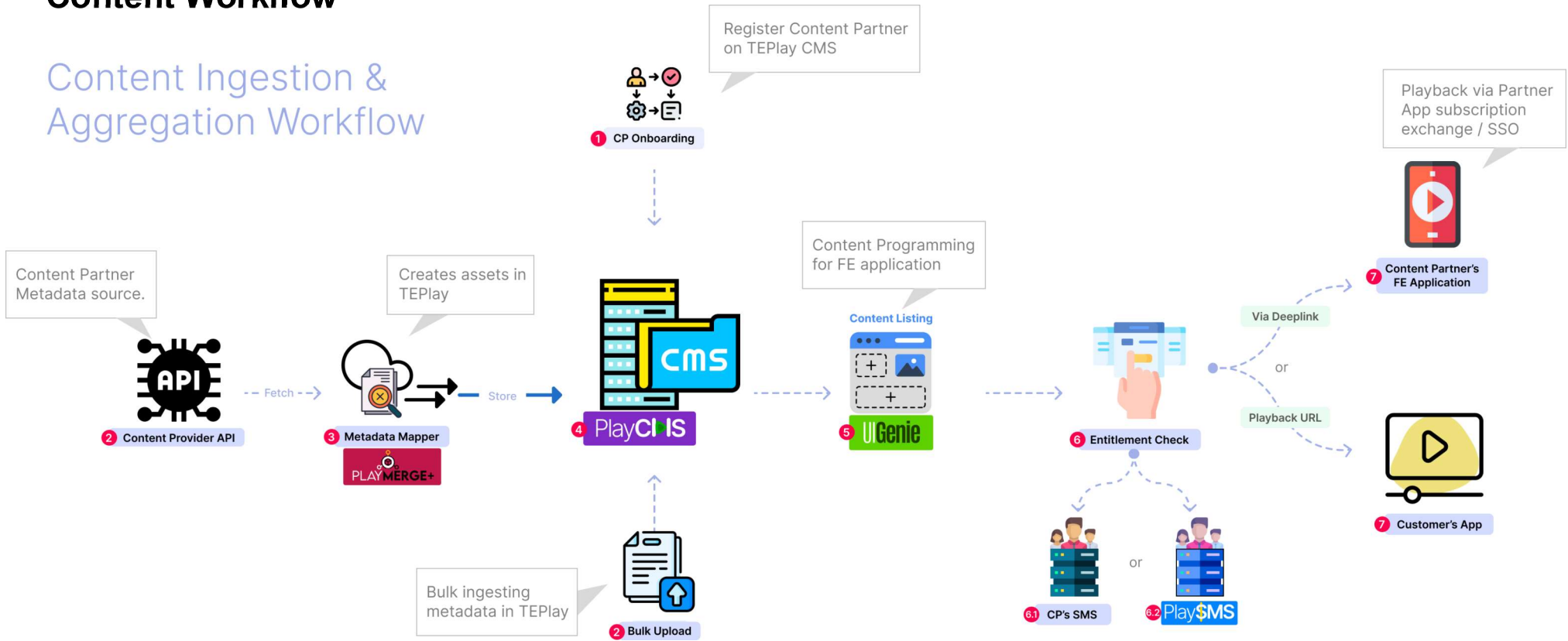**Consistent Branding**
- Real-time content programming.   and publishing
- One-view UX and UI control
- Strengthens brand identity

Regulatory Compliance
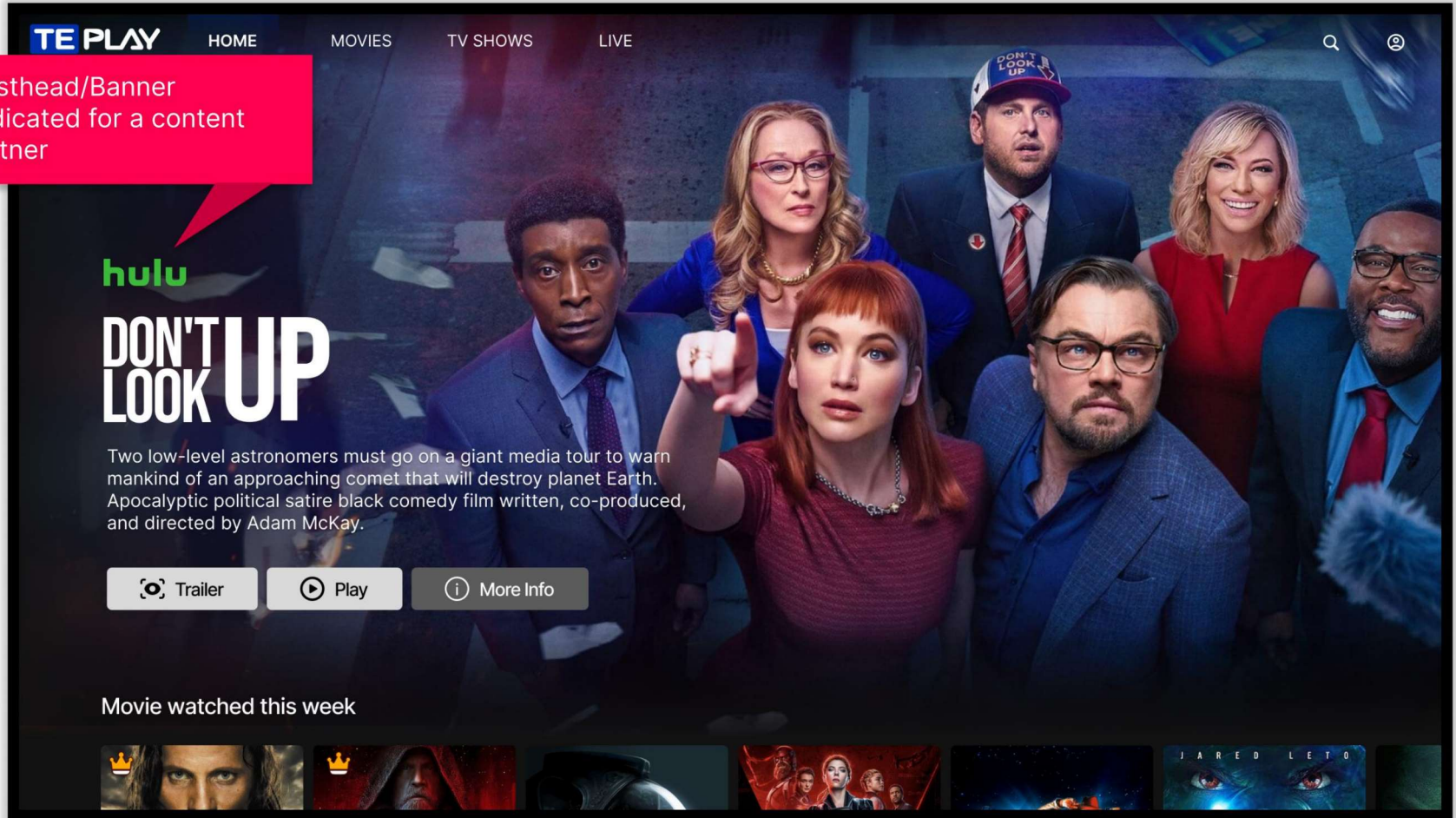- Metadata tagging for easy retrieval
- Ensures compliance with regulations

TATA ELXSI

Content Workflow

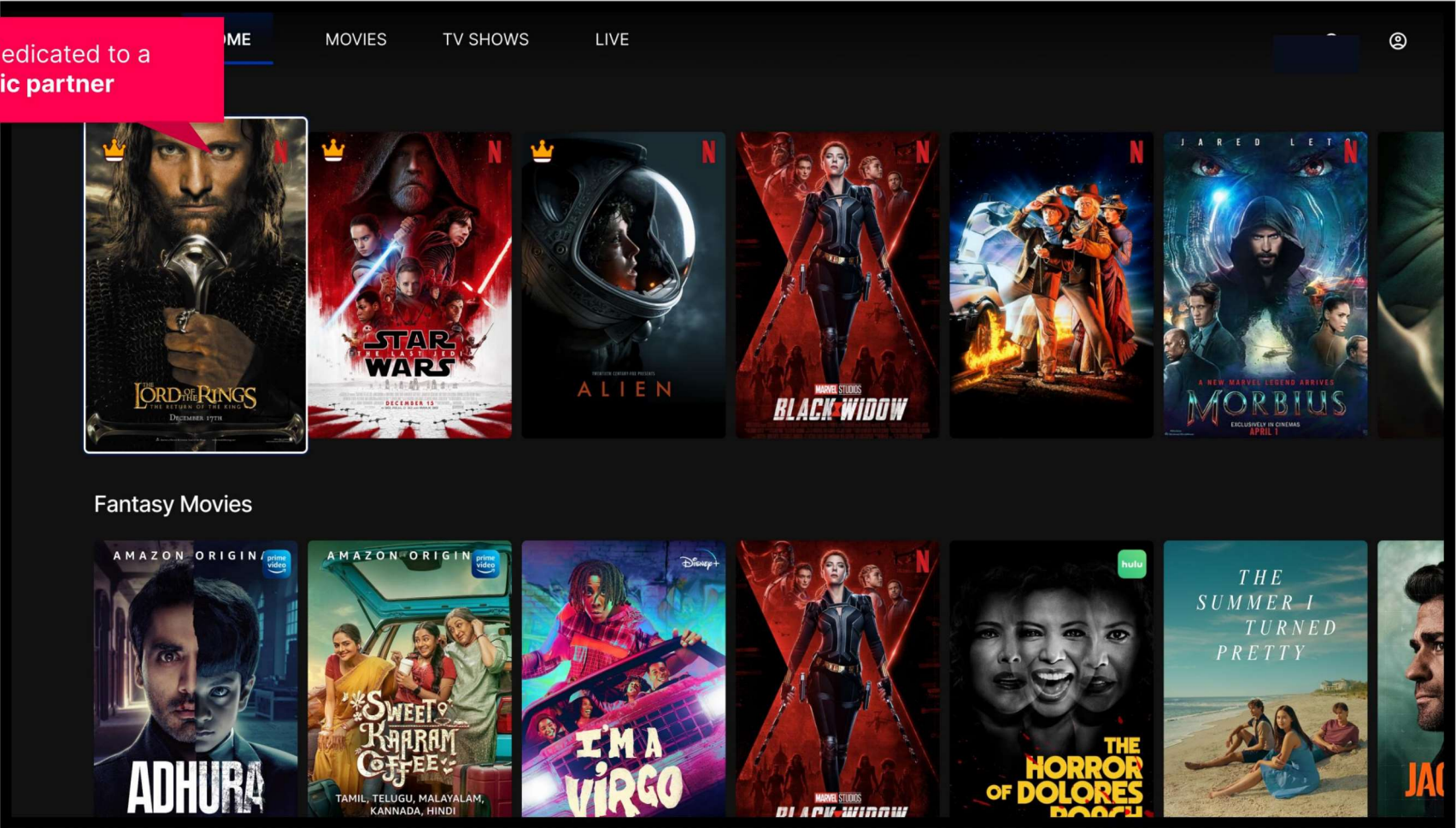
Content Ingestion & Aggregation Workflow

Register Content Partner on TEPlay CMS

1 CP Onboarding

Content Partner Metadata source.

Creates assets in TEPlay

Fetch

Store

2 Content Provider API

3 Metadata Mapper

PLAYMERGE+

4 PlayCMS

Content Programming for FE application

Content Listing

UIGenie

5 UIGenie

Bulk ingesting metadata in TEPlay

2 Bulk Upload

6 Entitlement Check

6.1 CP's SMS

or

6.2 PlaySMS

Via Deeplink

or

Playback URL

Playback via Partner App subscription exchange / SSO

7 Content Partner's FE Application

7 Customer's App

UIGenie
Dynamic UI Composer

Program your content on the application real-time

Content Listing: Front-End Application Spots

Rails dedicated to a **specific partner**

Content Listing: Front-End Application Spots

Banner with **LIVE EPG data** along with channel info for diff CP

TE PLAY

HOME   MOVIES   TV SHOWS   LIVE

STAR MOVIES

LUCA Adventure
0:00 - 10:30pm | English

wo low-level astronomers must go on a giant media tour to warn
ankind of an approaching comet that will destroy planet Earth.
pocalyptic political satire black comedy film written, co-produced,
nd directed by Adam McKay.

▶ Play

Movie watched this week

Content Listing: Front-End Application Spots

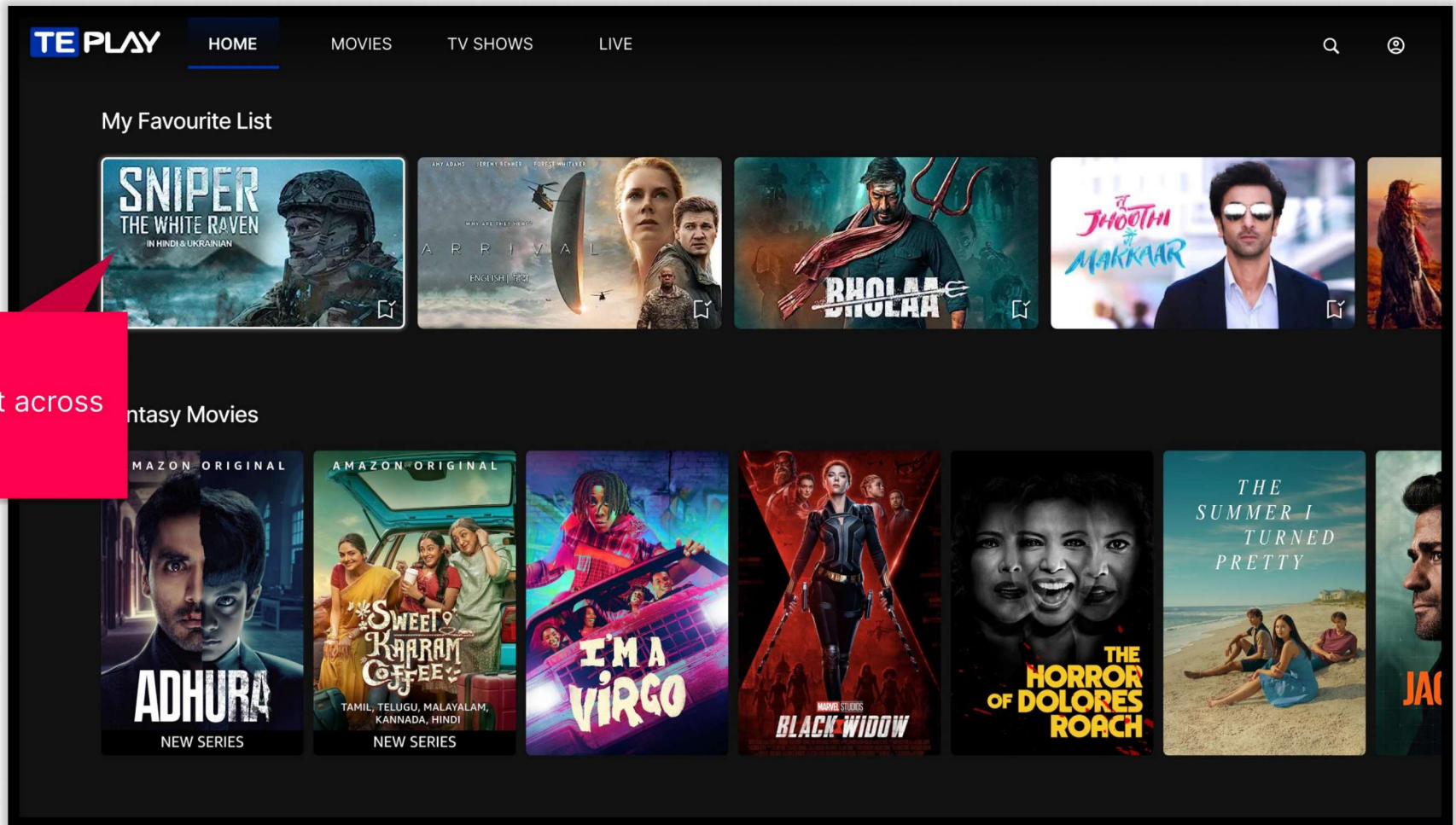Showcasing **by partner apps** for easy discovery
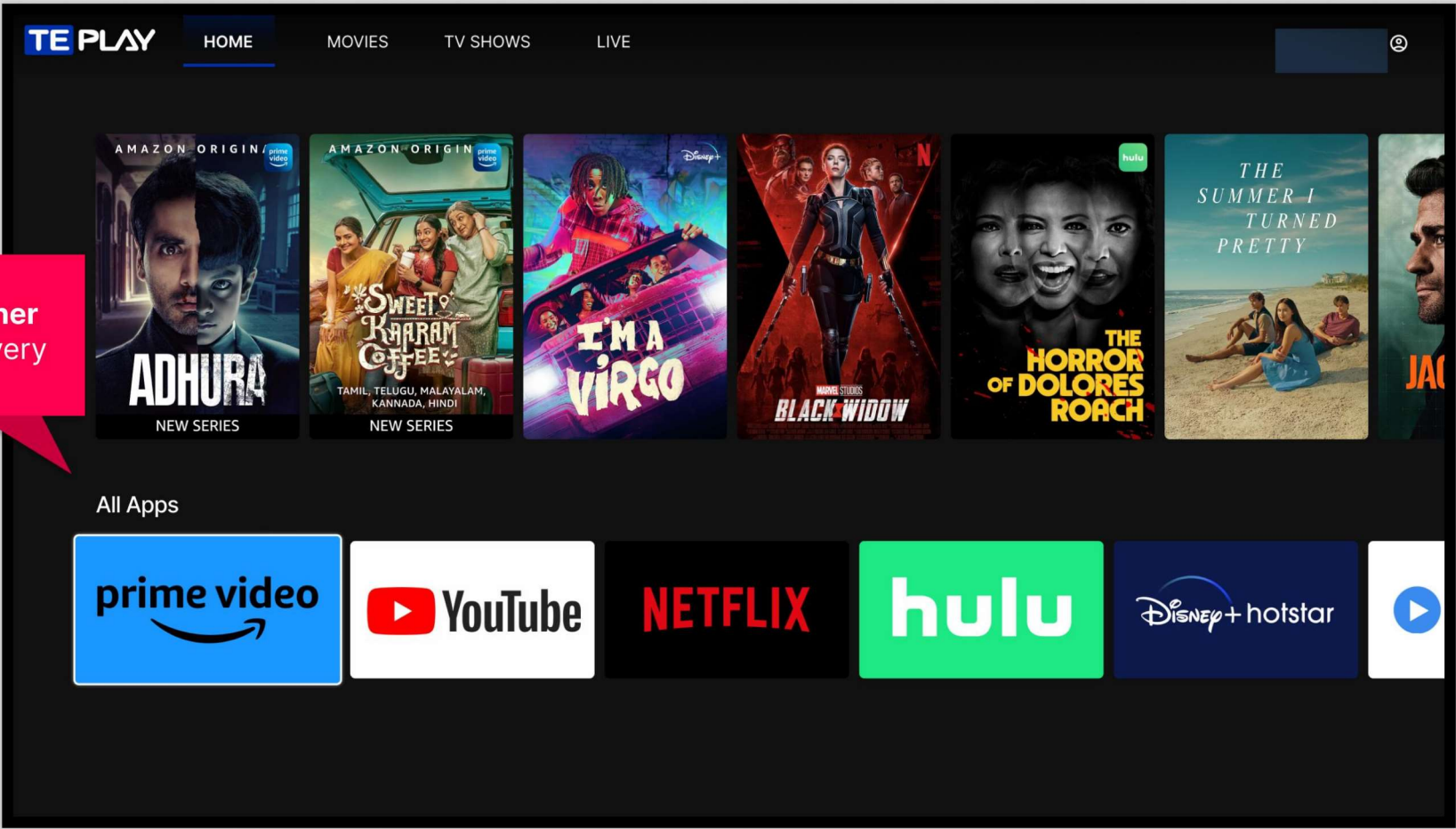
Content Listing: Front-End Application Spots
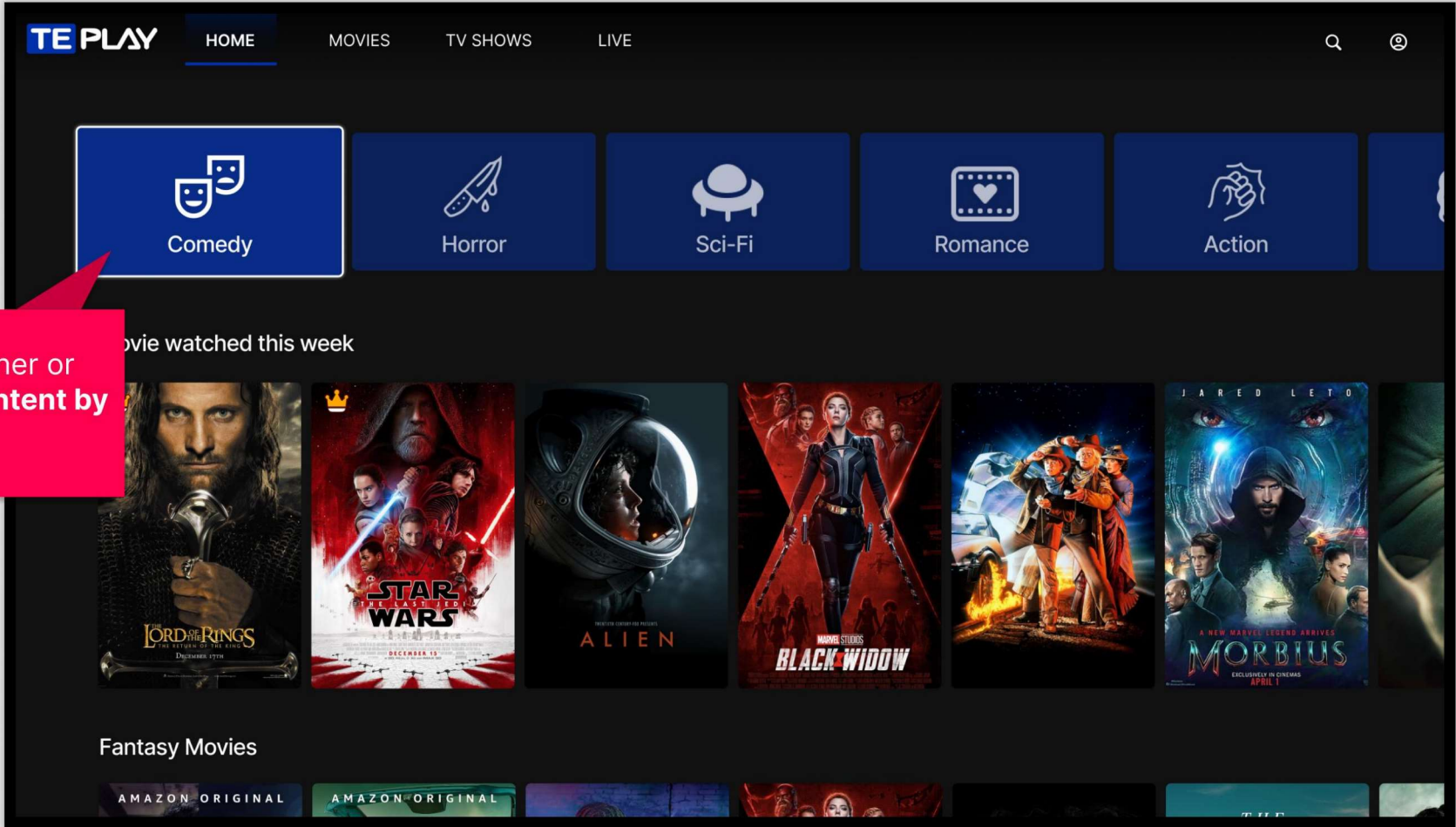
Categories a partner or mix of partner **content by genre**

Content Listing: Front-End Application Spots

User can **Add to Watchlist** content across content partner

Unlock Your Revenue Potential: Monetization Made Simple and Profitable!

Play$MS
Subscriber Management System

Advertisements

Subscriber and Subscription Management

Plan & Package Management

User Management

Offers & Promotions

PlaySMS
Subscriber Management System

Inventory Management

Payment Gateways Configuration

Channel Partner Management

BtoBNet
Inventory & Channel Partner Management
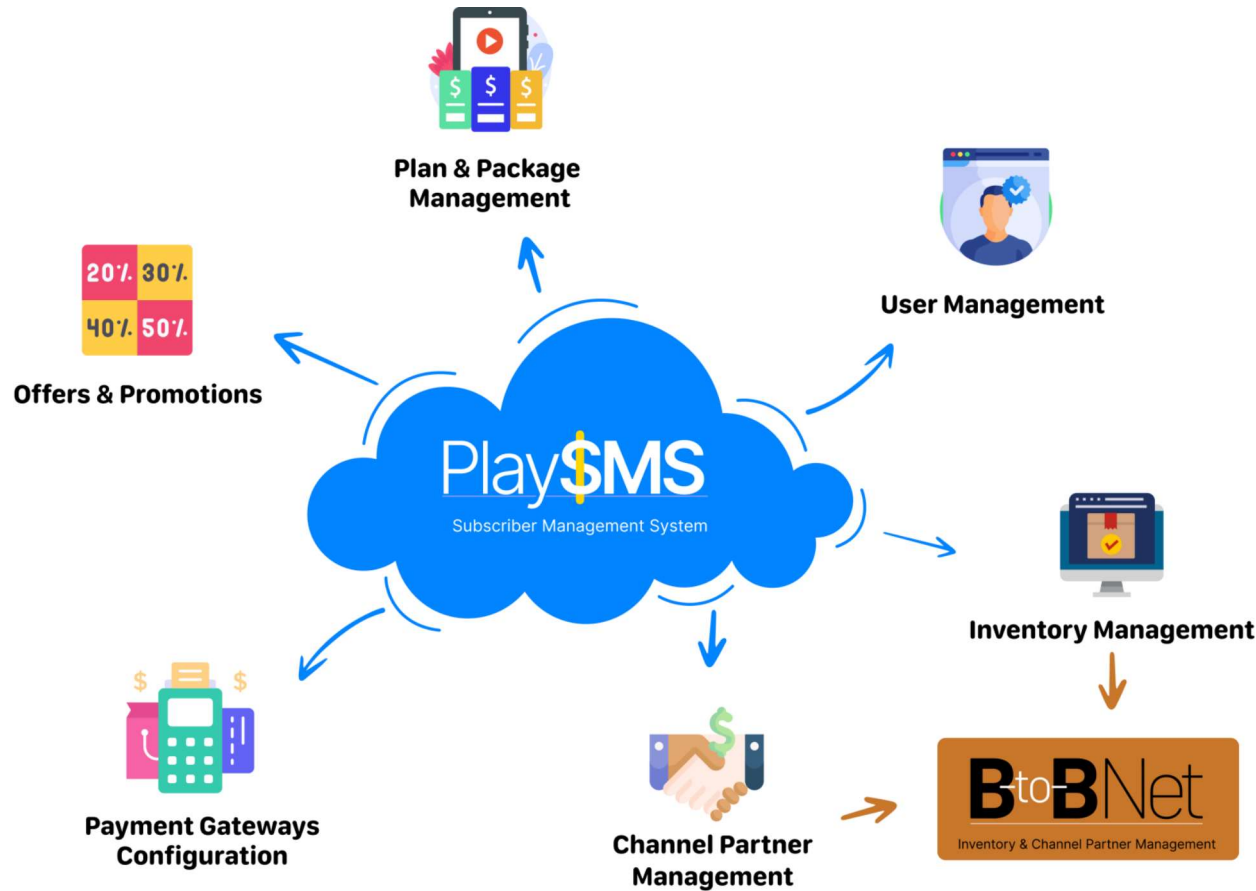
TATA ELXSI

Unleash the Power of Subscriber Management!

Streamline Operations
- Efficient subscriber registration and onboarding
- Easy creation and management of subscription plans
- Automated billing and invoicing processes

Revenue Optimization
- Flexible pricing options and recurring billing
- Pre-integrated market ready payment gateways
- Churn analysis and targeted retention strategies

Data-driven Decision Making
- Comprehensive analytics and reporting capabilities
- Real-time insights into subscriber behavior and engagement
- Informed decision making for business growth

Scalability and Growth
- Ability to scale with a growing subscriber base
- Integration capabilities for seamless expansion
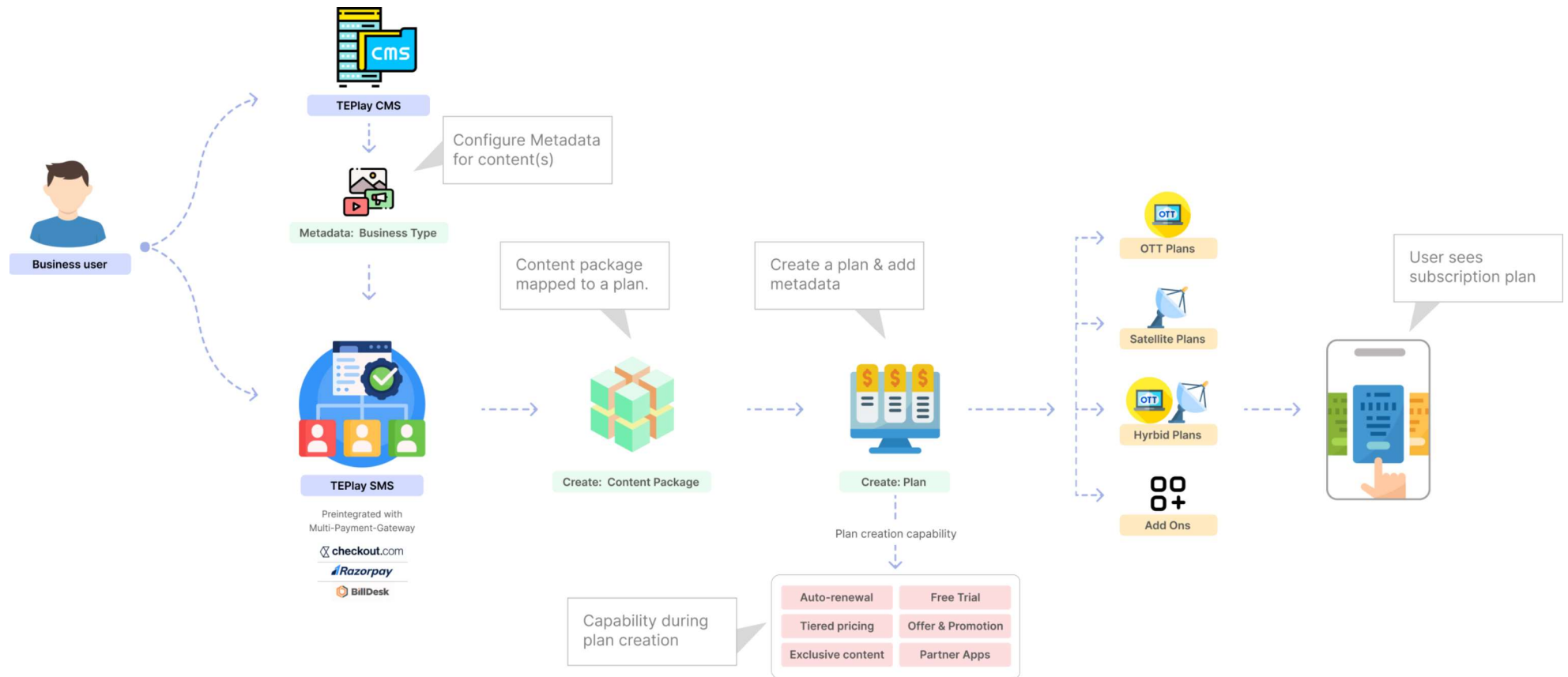- Efficient management of subscribers across multiple platforms

Business Unit
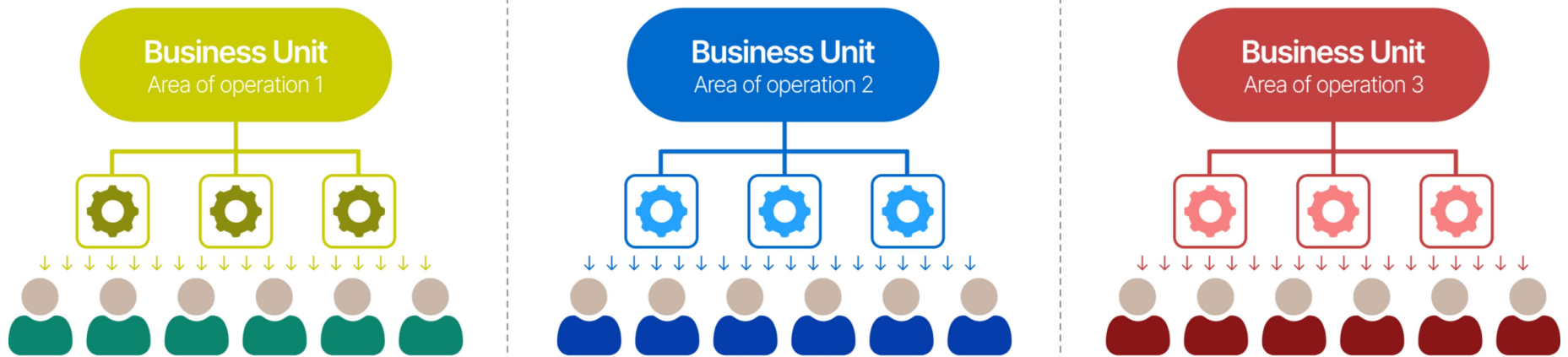
Business Unit is **Area of operation.** Drive operational efficiency and flexibility with dedicated settings, configurations, and business logic for each distinct area of operation. Customers can autonomously tailor to the unique requirements of each business unit such as.

- **Separate Subscriber Base**
- **Unique plan and packing monetization strategies**
- **Individual offerings catering to different markets**
- **Local currency support**
- **Region specific Inventory management**
- **Region specific Channel partner management**

Plan & Packaging Creation Workflow

Business user

TEPlay CMS

Configure Metadata for content(s)

Metadata: Business Type

TEPlay SMS

Preintegrated with Multi-Payment-Gateway

checkout.com
Razorpay
BillDesk

Content package mapped to a plan.

Create: Content Package

Create a plan & add metadata

Create: Plan

Plan creation capability

Capability during plan creation

Auto-renewal	Free Trial
Tiered pricing	Offer & Promotion
Exclusive content	Partner Apps

OTT Plans

Satellite Plans

Hyrbid Plans

Add Ons

User sees subscription plan

TATA ELXSI

Plan & Packaging Capabilities

Satellite **+** Over-The-Top

Support for both platform

Recurring subscription

Customers pay a recurring fee on a monthly, quarterly, or annual basis for ongoing access to a product or service.
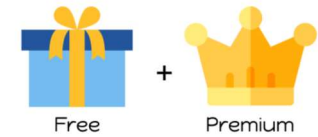
Tiered Subscription

Customers can choose from different levels of subscription, each with its own set of features and pricing.
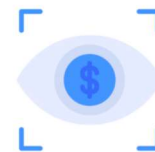
Pay-Per-View (TVOD)

Customers pay for access to a product or service on a per-use basis.

Freemium

Customers can access a basic version of a product or service for free but must pay for premium features or functionality.

All of the above monetization strategies can be applied to content:
Owned by our customer or Aggregated by customer from content providers.

TATA ELXSI

Other supported features

Grace Period

Enhance user satisfaction and retention. We offer a grace period for subscription renewals, allowing users a brief window of time to update payment information ensuring uninterrupted viewing experiences and reducing churn.

Free Trail

Let your users experience the full potential of your apps risk-free. We support free trial To let your users enjoy unrestricted access to vast library of content, enabling users to explore, engage before committing to a subscription, ensuring satisfaction and value.

Dunning Management

Ensure seamless payment processing and minimize revenue loss. Our automated dunning processes to efficiently handle failed payment attempts, providing timely notifications and opportunities for users to update their payment information, reducing churn and maximizing revenue recovery.

CRM Integration

Enhance user satisfaction and retention. We offers a grace period for subscription renewals, allowing users a brief window of time to update payment information ensuring uninterrupted viewing experiences and reducing churn.

User Wallet

Simplify payment management and enhance user convenience. We offer a user wallet feature, allowing subscribers to securely store and manage their payment information within the platform, providing a seamless and frictionless experience for subscription renewals and purchases.
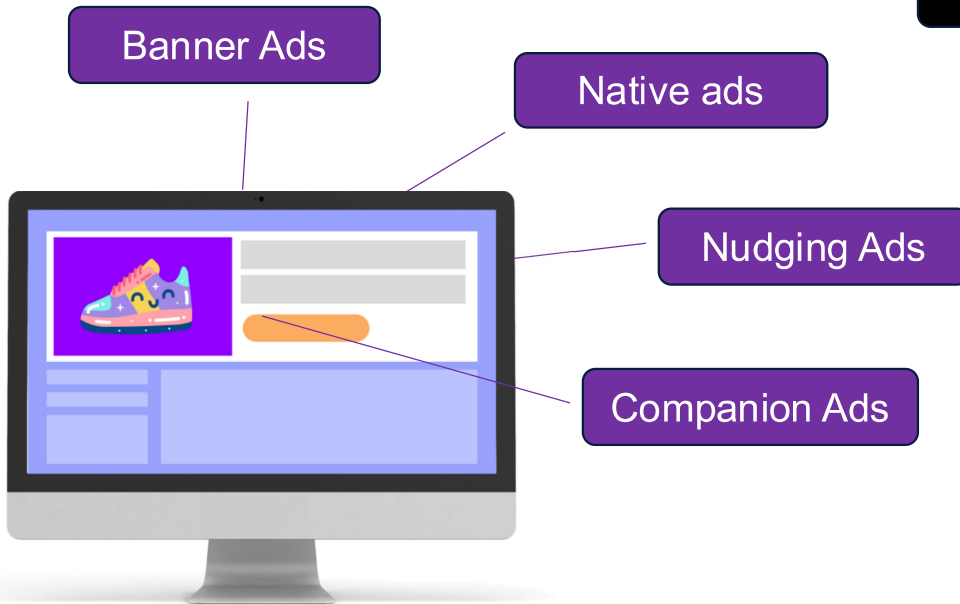
In product roadmap...

Billing & Invoicing

Streamline payment processes and drive revenue growth. TEPlay offers flexible billing options, including recurring subscriptions and one-time purchases, providing users with transparent billing & invoicing experiences which is also compliant with local taxation code. Empowering our customers to monetize their offerings effectively.

Advertisement Capabilities

Display Ads

Video Ads

Banner Ads

Native ads

Nudging Ads

Companion Ads

Client Side Ad Insertion

Server Side Ad Insertion

BUSINESS OWNER OR SELF-EMPLOYED? WHO ARE YOU?

NOT REALLY RUNNING YOUR BUSINESS

really running a business.

Grow Business
rajivtalreja.co.in/business/w...   Sign up

Skip Ads ▶|

TATA ELXSI

Fast Channels

Launch your own FAST channels like Pluto TV, Tubi, IMDBTV, and Samsung TV+ instantly!
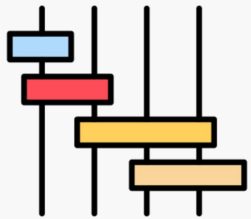
Schedule the vod content and configure the Ads timestamp.

Generate LIVE Channel Feed one time
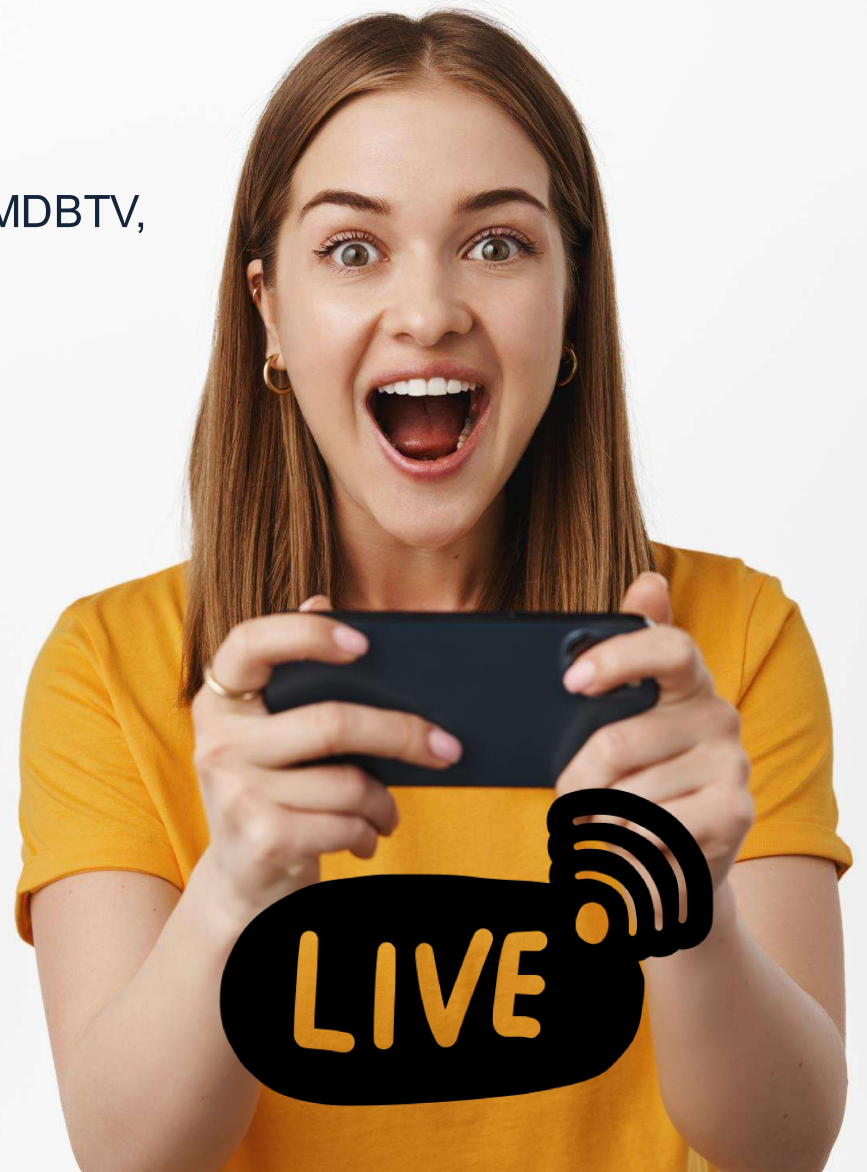
Ignite User Retention & Engagement for Sustainable Growth!

EngageX ¹

Connect, Engage, Amplify.

User Engagement & Retention
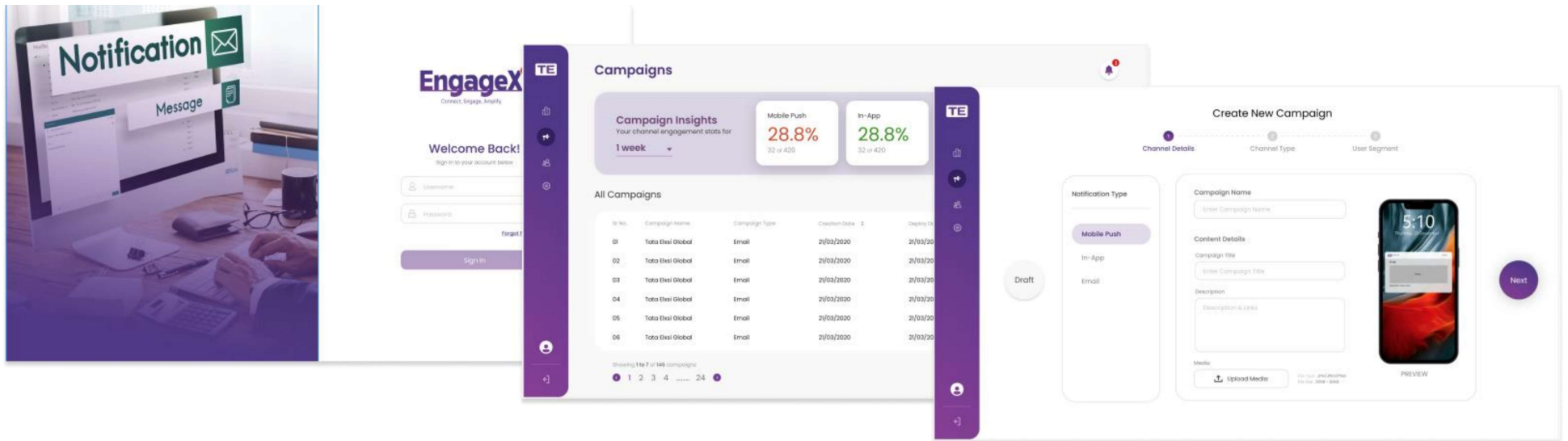
EngageX is a comprehensive platform for customer engagement and user retention, designed to assist brands in creating personalized experiences and enhancing user engagement.

Harnessing the capabilities of both a customer data platform and omnichannel marketing automation, EngageX provides a unified solution. It enables the creation of intelligent segments based on behavioral parameters and facilitates the automation of customer journeys.

User Engagement & Retention

EngageX helps customers engage with their user base on multi channels and help retain them as loyal and paying customers
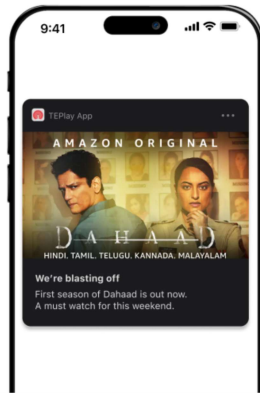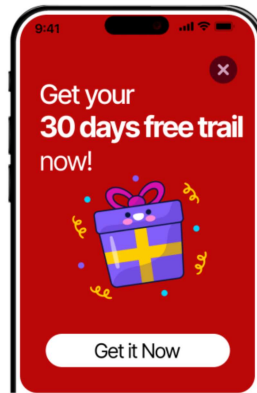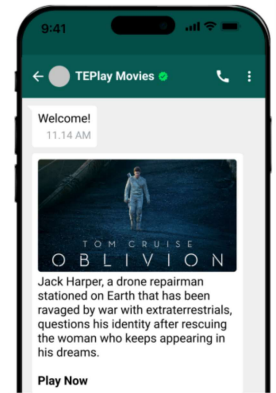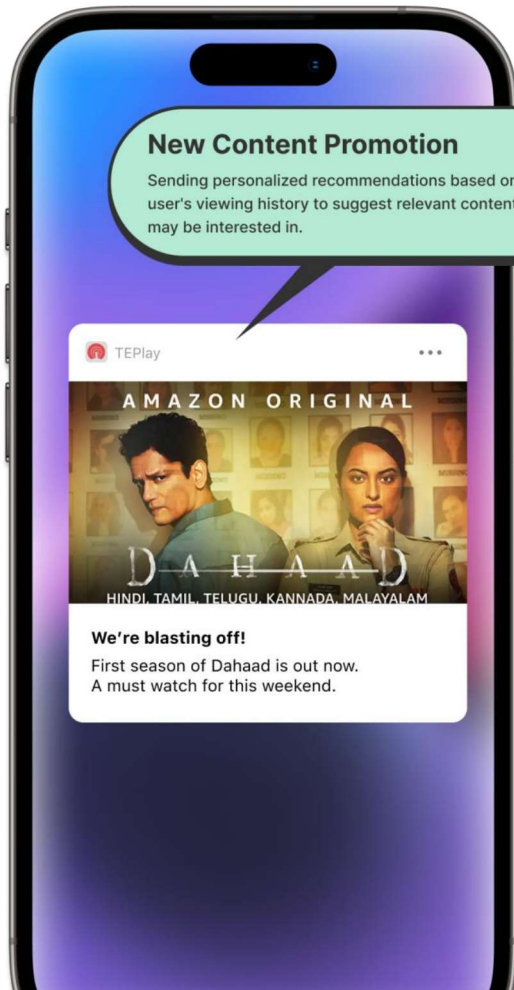

Push Notification   **InApp Notification**   **Mobile SMS**   **Email**   **WhatsApp**
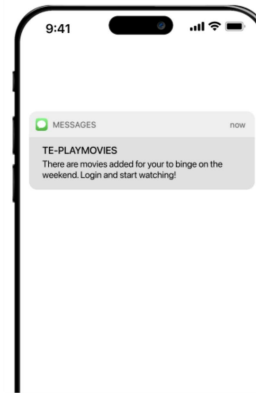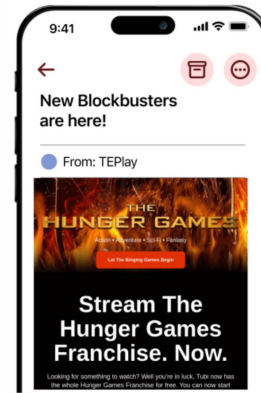
Roadmap

Themes of communication through EngageX

Few examples

New Content Promotion

Sending personalized recommendations based on a user's viewing history to suggest relevant content they may be interested in.

TEPlay · · ·

AMAZON ORIGINAL

DAHAAD

HINDI, TAMIL, TELUGU, KANNADA, MALAYALAM

We're blasting off!

First season of Dahaad is out now. A must watch for this weekend.

TEPlay — 3m ago

"Get Ready 'Pathan' is here"
Watch the Blockbuster Movie Exclusively on TEPlay

Exclusive Content Notifications

Notifying users about exclusive content releases or early access to new episodes of their favorite shows.

TEPlay — 3m ago

Don't Miss a Moment of 'Citadel'
Tune in Today to Catch the Latest Episode in a World of Thrilling Espionage!

Personalized Watchlist Reminders

Sending reminders or notifications to users about the availability of new episodes or upcoming releases in their watchlist.

TEPlay — 3m ago

Attention, Jack Ryan Fans!
The Season Finale of Your Favorite Show is here. Catch the Epic Conclusion...

Season Premieres and Finales

Notifying users about upcoming season premieres and finales of their favorite shows to ensure they don't miss out.

TEPlay — 3m ago

Loved 'Jack Ryan'?
You'll Love These Shows Too! Explore Handpicked Recommendations Tailored...

Recommendations for Similar Users

Sharing recommendations based on the viewing habits of users with similar preferences to broaden their content choices.

TEPlay — 3m ago

Get Your Comedy Fix!
Explore the Latest Releases of Hottest Comedy Shows, Stand-up Specials and...

Genre-specific Updates

Sending updates about specific genres or categories that align with a user's preferences and viewing habits.

TEPlay — 3m ago

Exclusive Offer for You!
EnjoyPremium Titles at a Special Discount, Tailored Just for You..

User-specific Promotions

Providing personalized promotions or discounts for premium subscriptions or pay-per-view events based on user preferences.

TEPlay — 3m ago

Your VIP Pass Awaits!
VIP Access to New Releases and Blockbuster Movies. Start Watching Today!

Subscription Offers

Sending personalized offers and discounts to encourage users to subscribe to premium plans or upgrade their current subscription level.

TEPlay — 3m ago

Your Subscription is About to Expire!
Your VIP Subscription is Expiring Soon. Renew Today Continue Enjoying Your...

Renewal Reminders

Sending reminders to users regarding upcoming subscription renewals, providing them with an easy way to manage their subscription preferences.

TEPlay — 3m ago

Subscription Made Just for You
Choose Your Preferred, Add-Ons on your Subscription Plan.

Customized Subscription Plans

Offering tailored subscription plans based on a user's specific preferences, such as ad-free viewing, access to exclusive content, or multiple user profiles.

TEPlay — 3m ago

Need More Time to Discover?
We're Extending Your Trial Period. Don't Let the Fun End Just Yet.

Trial Extensions

Providing personalized trial extensions to users who have shown interest in a particular genre or have engaged with specific content, enticing them to continue their subscription.

EngageX

User Segmentation & Targeting

EngageX allows you to effectively engage a specific audience segment by sending them tailored and targeted notifications. Here are some user segmentation models on which you can create your user segments.
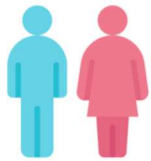
Demographic

Demographic segmentation is based on factor such as user's age, gender, income, education level, occupation, and others.

Geographic

Geographic segmentation is based on geographical factors such as location, region, and other relevant geographical considerations.

Behavioural

Behavioral segmentation is based on various consumer behaviors, such as consumption and purchasing patterns, usage frequency, other indicators.

Psychographic

Psychographic segmentation is based on user's likes and interests.

Technographic

Segmentation is based on users' technological preferences, including their device make and model, operating systems, internet speeds, browser preferences, and other relevant factors.

Transactional

This behavior includes factors such as the frequency of transactions, average transaction value, preferred payment methods, purchase history, and other related transactional indicators.

TATA ELXSI

Unleash the Power of Data with Our Cutting-Edge Analytics Platform!

IntelliPlay

Unleash Insights, Empower Decisions!

Data & Insights

IntelliPlay is advanced analytics module that provides in-depth insights into user behaviour, engagement trends and content performance. With real-time data, customisable reports and intuitive dashboards, IntelliPlay empowers you to optimise user experiences, refine content strategies and maximise revenue generation.
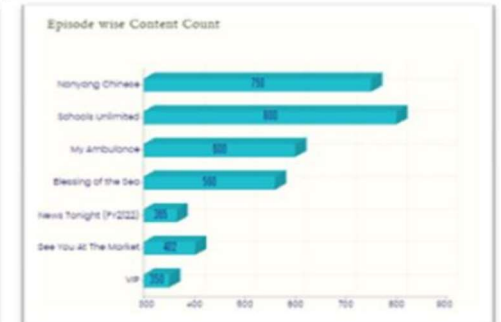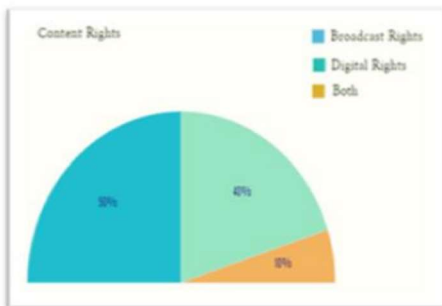

Genre Wise Content Count

Content Language wise Count
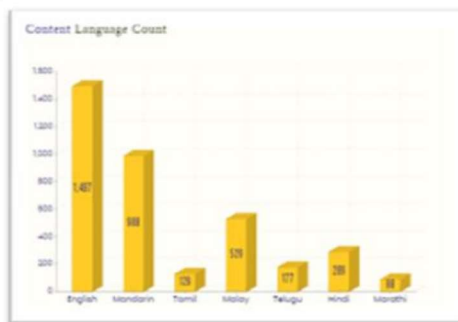
Subtitle Language Count

Episode wise Content Count

Content Rights count

Production Type wise Content Count
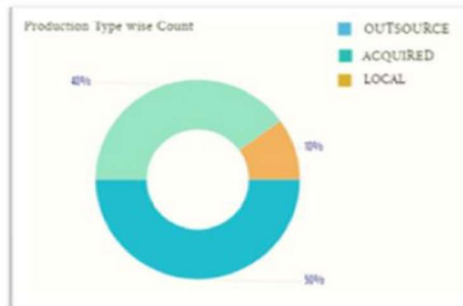
Contract Status wise Content Count
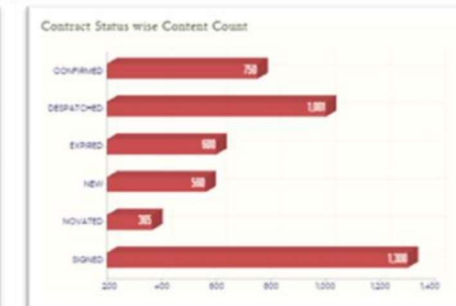
Total Hours of Content
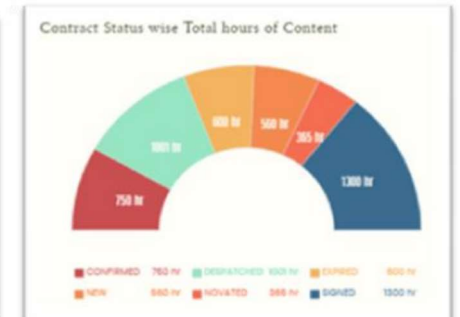
Data & Insights

Quick look of how the data flow and enables customer to the dashboards real-time

Data Workflow
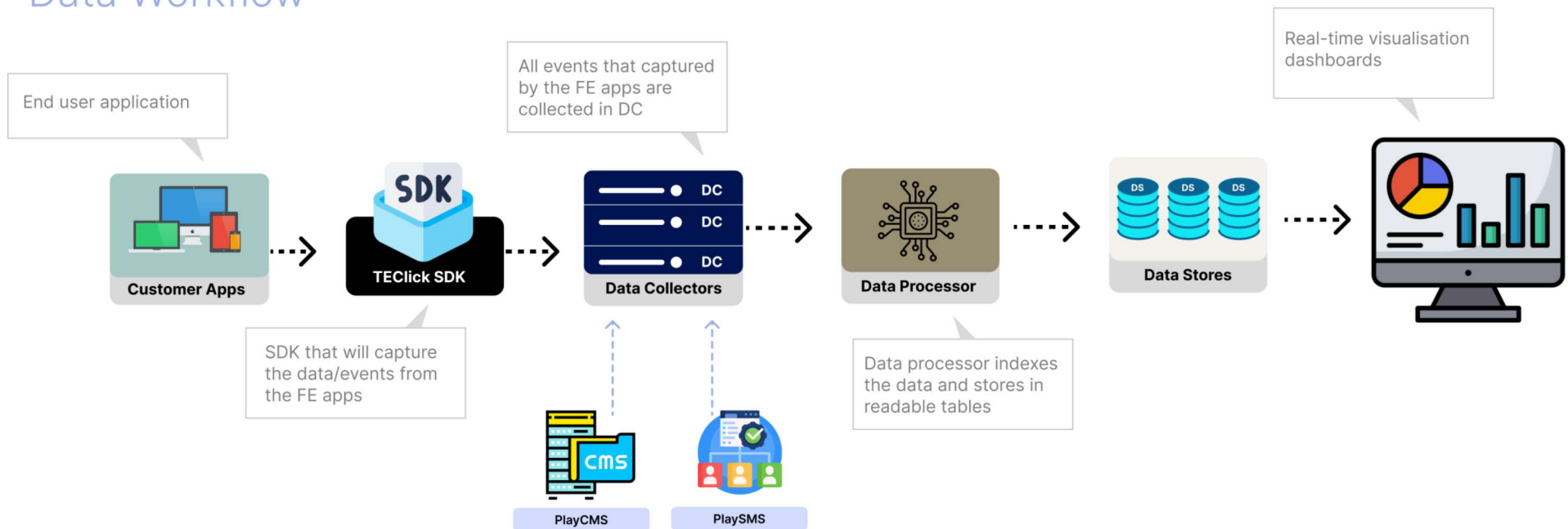
Data & Insights

Various business functions can create real-time dashboard and run reports on the fly. Here are some on the examples...

Viewership Metrics

Unique Views · View Duration
Total Views · View Completion Rate
More...

Engagement Metrics

Likes & Shares · Time spent
Social media referrals
Click-through rate · More...

Content Metrics

Popular Videos · Video drop-off rate
Buffer rate · Average watch time
More...

Audience Metrics

Demographics · New vs Returning
Subscriber count · Guest Users
More...

Revenue Metrics

Subscription counts · Churn Rate
Popular Plan · TVOD Purchases
More...

Conversion Metrics

Free vs Paid User · Renewal Rate
Guest vs Registered · Churn Rate
More...

Ease of Operating & Maintenance

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Private Deployment

- Offers organisations to ==manage their own infrastructure== and tailor their deployments to meet their unique demands, which gives them more control and flexibility.

- ==Provide cost savings==, as organizations only need to pay for the resources they use, rather than paying a fixed subscription fee for a SaaS solution

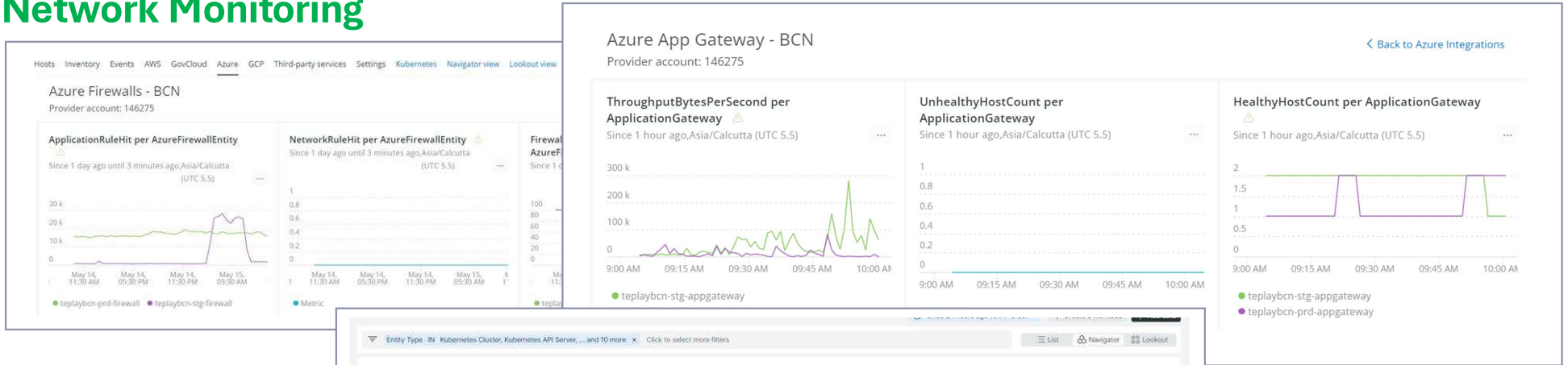- ==Enhances security==, as organizations can implement their own security measures and protocols to protect their data
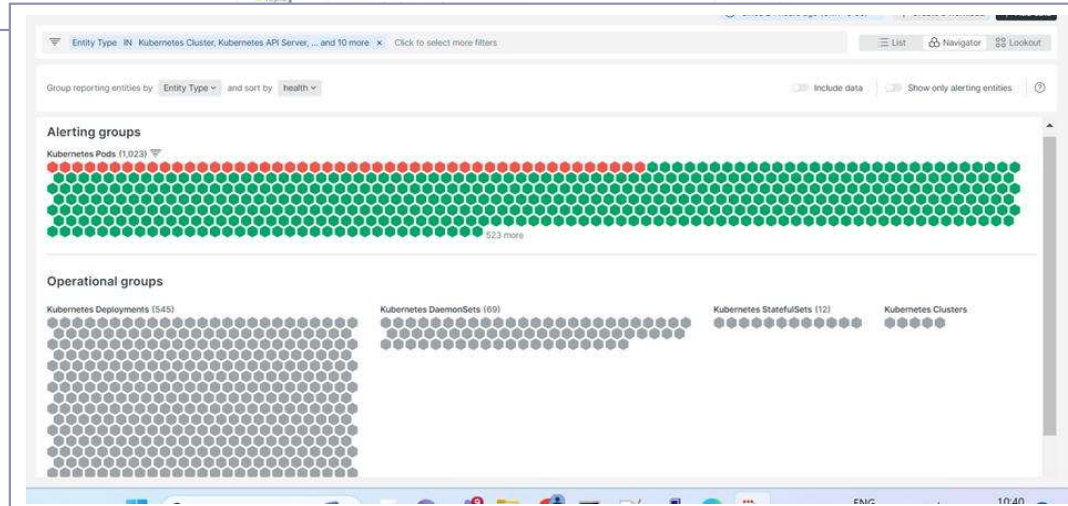
Automated Alerting System

- Alerts Dashboard
- Defined priority for alerts
- Integrations with Email, Microsoft teams, #Slack for auto alert mechanism
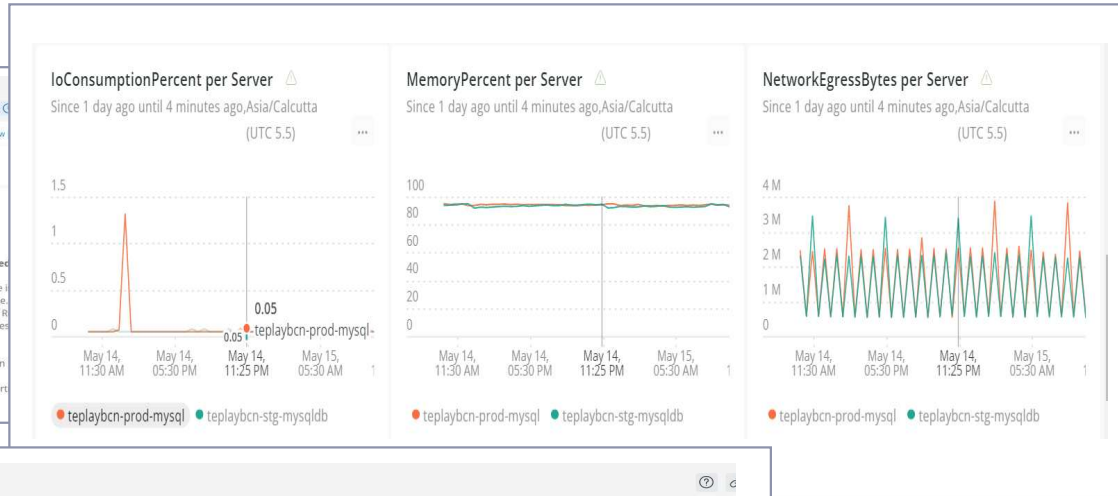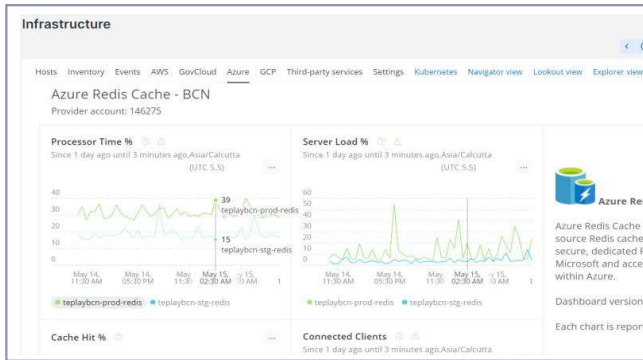
Pre-Integrated Monitoring Dashboards

Network Monitoring

Infra Monitoring
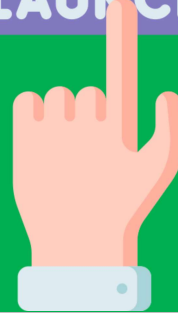
Pre-Integrated Monitoring Dashboards

Database & Cache

Service

Faster Go-To-Market

TATA ELXSI

Thank you

TATA ELXSI