

Develop | Personalize | Monetize

TEPlay consists of pre-integrated CMS, SMS, OTT Middleware, Engagement and Usage Analytics, Content Discovery components to accelerate the launch of next generation OTT platform.

Trending

With greater smartphone penetration and omnipresent internet, cord-cutting is a reality in most mature markets and especially with the younger audiences.

Viewers are increasingly using multi-platform devices and demand a seamless experience across a multitude of devices and platform.

Excellent user experience and content are becoming the key drivers to customer engagement and loyalty. The increased use of machine learning and contextual information will help in delivering content recommendations and personalized video experience.

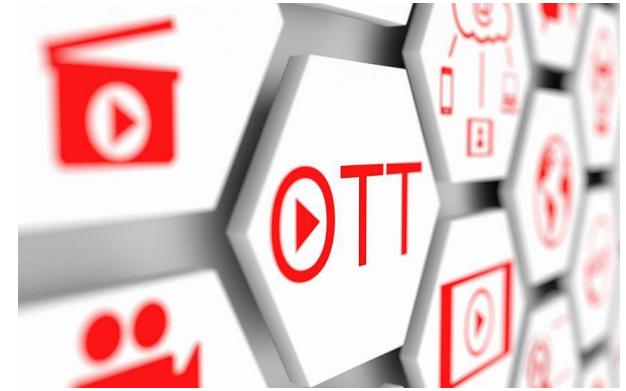
The media and telecom service providers are coming together to take-on pure-play OTT service providers. With the industry undergoing consolidation, tapping into synergies will help to reduce expenditure on re-engineering effort needed to create optimized networks.

Opportunities & Challenges

Operators face the challenge of hyper-scale delivery of content across a broad spectrum of devices, while handling millions of simultaneous viewers.

There are technical challenges to deliver seamless video experience with the lowest possible latency and highest video quality. Operators are scouting for solutions and services that can reduce the deployment time of cloud-based OTT service with common app frameworks for all the devices. With the industry consolidating, one of the major challenges faced by media giants is to articulate post-M&A roadmaps that translate to high levels of flexibility and business agility.

Besides, users of operator's networks, the content providers, are concerned about control and the quality of video delivered using multi-tenant cloud infrastructure. A considerable opportunity can open up with a deep understanding of server-side ad insertion and capturing viewers sentiment using analytics that can help in the monetization of content.



Benefits to Customer

- Faster content discovery
- Seamless experience across multiple platforms
- Continuously engaged entertainment
- UI with AI: Responsive and Personalized
- Advanced Monetization Features
- 30% Lower Infrastructure footprint

Develop | Personalize | Monetize

TEPlay High Level Features

Customer Experience

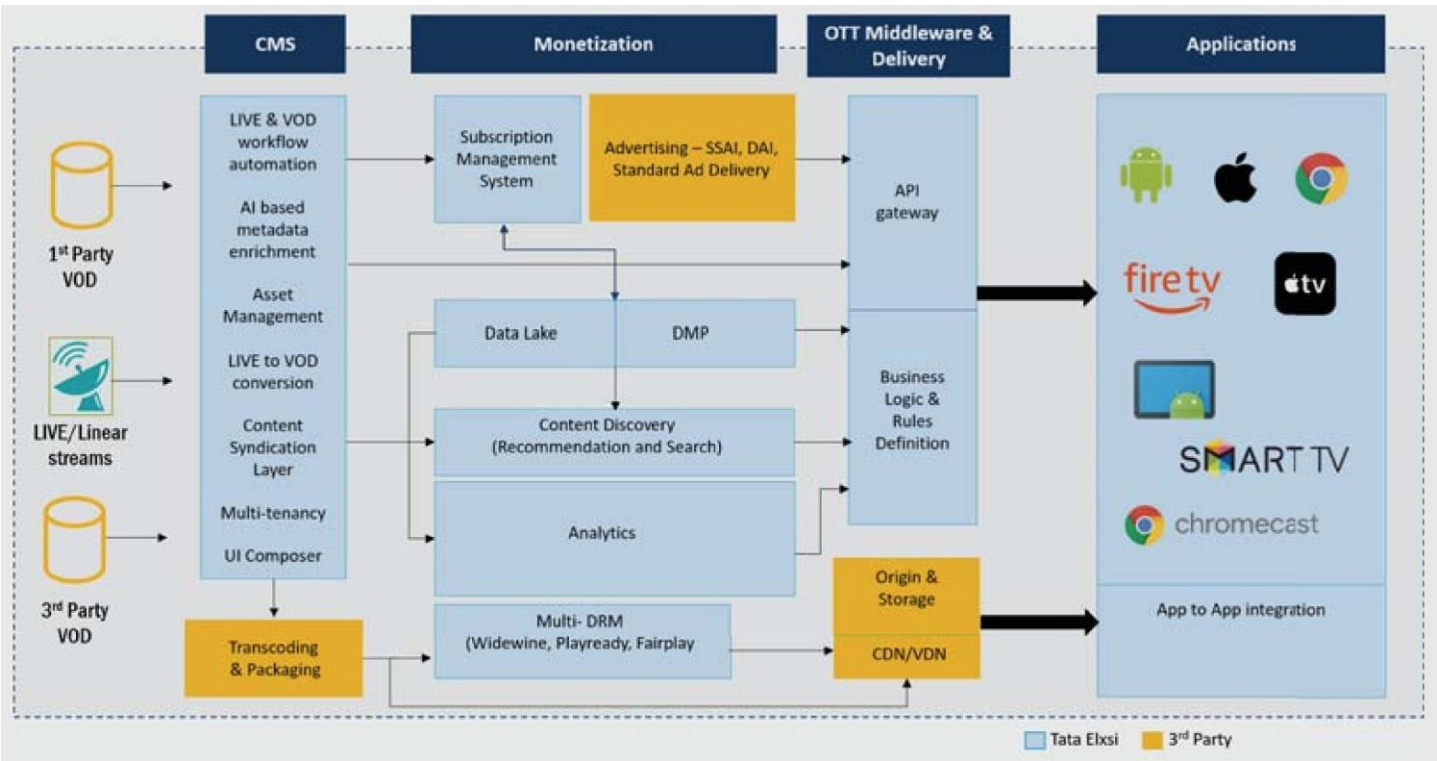
- Faster content discovery
- Hyper personalization
- Engagement Analytics
- Dynamic UI Composer

Monetization

- Custom subscription packages
- Ad-tech
- Targeted campaigns
- Data management platform

Performance and Scale

- Plug & Play Modules
- Microservices based architecture
- API Edge Caching
- Containerized components for dynamic scaling



- ### Differentiators
- Dynamically scalable with microservices architecture
 - Multi tendency and language support
 - Cloud and virtual support
 - Centralized Data lake
 - Centralized monitoring services
 - Common app Framework for all devices reducing development time

Success Story

Licensing & Deployment of complete OTT video platform for a one of India's largest multi-venue cultural centre to launch a streaming service, both on SVOD and AVOD, that covers all Live Events and Video On-Demand content.