

KALTURA OTT TV TECHNICAL SHEET

Kaltura OTT provides media companies, cable, satellite, and telcos a complete solution for a personalized TV Everywhere experience. It's the most comprehensive pay OTT platform in the market today:

Kaltura supports all business models: subscription (SVOD), a-la carte (TVOD), and ad-based (AVOD), as well as hybrids of the three. Kaltura's OTT TV handles the content and metadata ingestion, multi-DRM, superior social features, and out-of-the box native applications for mobile, web, and connected devices.

We offer both a turnkey SaaS solution and a customized solution that can be deployed in the cloud, on premise, or as a hybrid.

KALTURA OTT TV SPECS:

TURNKEY

CUSTOMIZED-SAAS

CUSTOMIZED-ONPREM

TURNKEY

MediaPrep:

- Kaltura cloud storage
- Kaltura transcoding (SD, HD, mobile optimized)
- Kaltura CDN
- Video ingestion (manual, batch, fast uploads with Aspera)
- Metadata ingestion (basic, custom metadata)
- Kaltura live transcoding
- Content editing
- Content moderation

MediaHub:

- CMS and EPG
- Business logic and campaign management console (AVOD, SVOD, TVOD, coupons, gift vouchers)
- DRM encryption: Widevine, PlayReady, FairPlay
- Ad network connectivity: IMA3, VAST, VPAID, native and server-side ad delivery
- Device management: devices allowance, concurrent playbacks, and frequency
- Geo blocking: content differentiation, windows per territory, GeoIP country blocking, and proxy detection
- Kaltura billing gateway
- Analytics: system reports; any user action is tracked and displayed
- Household management: differentiates between users within a household; allows to set permissions, pin codes, budget allowances
- Personalization: personalized recommendations, viewing history, favorites, etc.; offers a consistent experience across all devices by providing:
 - Discovery: various ways to curate content, including editorial, textual (based on meta tags), social (based on friends activity), and behavioral ("people who liked this also liked...")
 - Social TV with content enrichment from Facebook and Twitter
- Unified search

MediaGo:

- Template applications for mobile, web, connected devices and gaming consoles
- Kaltura Player Toolkit: HTML5 and Flash
- Social TV features: Facebook log-in and friends activity; in-app Twitter feeds
- Advanced content discovery tools: increases access through variety of traditional and internet-based data sources

CUSTOMIZED OTT TV- SAAS PREMIUM

All of the above and:

- 24/7 linear channels streaming
- Full TV catch up (Cloud DVR, restart live TV, trickplay)
- Customize one or more of the following: video ingestion; metadata ingestion; storage; CDN; billing gateway
- Set-top box integration
- Gold or platinum support
- Additional integrations as metadata enrichment

CUSTOMIZED - ONPREM

Includes all the above and:

- On-premise deployment

