

# Kaltura OTT Now



## Out of the Box OTT

Kaltura OTT Now is a full, out-of-the-box white-label OTT solution that decreases cost and time-to-market and enables you to maximize your content's potential. Use Kaltura's proven, widely-deployed OTT Now solution, with a standardized set of functionalities to ensure a low price point and fast time to market. Leverage a variety of business models: advertising, subscriptions, and transactions. Best of all, launch your service on all market-leading devices from day one.

## Key Features

### CONTENT PREPARATION

- VOD and Live
- Metadata Ingestion
- HD Transcoding
- Content Syndication

### CONTENT & SUBSCRIPTION MANAGEMENT

- Pricing and Promos
- Catalogue and EPG
- Advanced Advertising
- DRM & Device Management
- Billing & CRM
- Analytics

### USER EXPERIENCE

- User Authentication
- Personal Profile
- Facebook Connect
- Household Management
- User Self-Care
- Search Tools

## Benefits

- **Maximum reach:**  
Turnkey applications for all leading phones, consoles and TV devices
- **Flexible business model:**  
Combine transactions, subscriptions, advertising, and /or freemium
- **Shortest time to market:**  
Launch the service in as little as 2 months
- **Cost-effective:**  
Modular approach requires no customized work
- **Easy entry point:**  
Add on additional features as you scale
- **Future-proof:**  
Continues to add functionality as new OTT capabilities are introduced by Kaltura



## Launch Kaltura OTT Now in Just a Few Easy Steps:



### STEP 1: DEFINE YOUR BUSINESS MODEL(S)

OTT Now lets you mix and match from a variety of business models, including:

- Ad-supported
- Freemium
- Subscription (SVOD and TV Everywhere)
- Per-view (including in-app purchases)



### STEP 2: ADD CONTENT

It's easy to ingest content to deliver a great video experience.

- HD Content transcoding
- Up to 5 live feeds
- Standardized templates and automated flows
- HLS adaptive bitrate
- Recommendations and search
- Geo-blocking



### STEP 3: BRAND AND LAUNCH

Reach billions of viewers on any device from day one.

- Customizable apps
- Support for multiple browsers, iOS and Android smartphones and tablets, Roku, AppleTV, Xbox, PS3, Amazon Fire, smart TVs



### STEP 4: GROW THE SERVICE

Add users and increase upsells to grow revenue.

- Subscriber and household management
- Detailed content analytics and revenue statistics
- Supports marketing videos, email campaigns, and in-player sign-up features



Smartphone / Tablet



Web



Roku



Apple TV



Sony Playstation



Xbox



Amazon Fire



LG SONY SAMSUNG  
Life's Good

Smart TVs

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school. For more information visit [www.kaltura.com](http://www.kaltura.com) or [www.kaltura.org](http://www.kaltura.org). Visit our OTT Now page at: <http://corp.kaltura.com/Products/Video-Applications/Kaltura-OTT-Now>