Kaltura, Media and Telecom – Overview

TV Is Shifting to the Cloud

Video consumption is shifting to IP and mobile. According to research by Visual Network Index, by 2020 video will drive 82% of IP traffic and 78% of mobile data.

Today's TV viewers are letting their wallets help make their purchasing decisions; in 2017 the number of Netflix subscribers surpassed the number of cable subscribers in the US and over a million pay-TV subscribers cut the cord and canceled their pay TV subscriptions. Now, viewers, especially the younger demographics, are looking for a personalized experience with a wide selection of supported devices, and the opportunity to only pay for what **they really want** to watch.

As the Cloud TV space becomes more crowded, and with the rising cost of obtaining and creating premium content, TV providers are facing a wide set of challenges to providing a feature rich and scalable TV service, which can reinvigorate their business with new monetization options, and offer solutions for legacy hardware and ecosystems:

The Challenges	Desired Business Outcomes

Today's TV Experience Is Fragmented

Today's viewers are curating their own TV schedule, jumping between a wide range of apps, services, and standard TV broadcasts, switching between linear live TV broadcasts, Netflix, and YouTube, to name a few.

Become the Prime Entertainment Hub of the Household

Today, operators are seeking to become the prime entertainment hub in the home, offering a single service that covers all the bases; Live TV, VOD, YouTube, Netflix, and HBO, giving subscribers a single service for all their TV viewing needs.

Cloud TV Must Scale Like Traditional TV

For the most part, traditional TV hasn't changed in the past 50 years, easily capable of scaling to millions of households. Cloud TV and IP-TV services however, need to overcome the technological barriers holding these services back from being as scalable as traditional broadcast television offerings.

Provide a Seamless Viewing Experience

To fully replace traditional TV broadcasts, Cloud TV must be able to support large audiences, such as the Super Bowl or Premier League Soccer, while providing a seamless, always connected live viewing experience.

Content Is Capturing a Larger Portion of Total Spending

As TV moves to the cloud and IP, more and more TV services are entering the market, creating a higher demand for quality content. This demand has caused prices to rise, with content creators and production studios now demanding more for originally produced content.

Optimize Monetization with Tailored TV Products

With the TV space becoming more and more crowded, and the rising cost of content, operators need to optimize their content monetization strategy with tailored TV products by creating custom content bundles and packages, effectively increasing revenue.

Dealing with Legacy Systems While Transitioning to IP

One of the primary challenges many TV operators and content owners are facing is that they have existing legacy systems, consumer hardware, and software. Upgrading existing STBs, migrating legacy platforms, rolling out new hardware, and prolonging the lifecycle of the monetary investments made into those systems all need to be methodically calculated and thought-out.

Protect Legacy Investments

Operators want to protect the investments made in legacy systems and hardware while providing viewers with an increasingly better TV experience. Being able to insert new Cloud TV features within legacy systems would not only ease the transition to a fully-fledged Cloud TV service but would also extend the lifetime of those systems, protecting past investments.

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Powering Cloud TV Transformation

Kaltura powers Cloud TV transformations for the world's leading service providers and entertainment brands including Vodafone, Disney, Viacom, Turner, Viacom18, KCP, and more. Together, these operators are tackling the challenges of launching a Cloud TV service, and reaching their desired business outcomes.

We are engaged with both migration projects for inserting Cloud TV capabilities into deployed systems and customer premises equipment, as well as end-to-end turnkey projects.

By combining software and infrastructure into a single service, Cloud TV enables providers to offer an always connected TV experience, capable of offering business and monetization abilities. With Kaltura, operators are fully transforming their legacy TV businesses into Cloud TV, across three core elements: Experience, Business, and Infrastructure.

Experience

Today, operators need support a wide range of content types, such as linear live TV, VOD, and 3rd party apps, providing their subscribers all of their favorite programming in a single service. Additionally, the elasticity and adaptability of Cloud TV allows for personalized experiences across devices, giving viewers more options and features, like content discovery, favorites, social features, and more. Moreover, with support on any device, operators can offer a consistent TV viewing experience, letting viewers stop and pick up watching wherever they left off, on any device.

Business

The business flexibility of Cloud TV is presenting operators with new revenue streams supporting AVOD, SVOD, TVOD, and prepaid business models. Additionally, this level of business flexibility gives operators the ability to mix and match between business models, creating custom-tailored TV products consisting of customized content bundles, coupons, and discounts.

Infrastructure

Until recently TV operators and broadcasters relied on managed networks and on-prem hardware to distribute their signal to their subscribers' homes. Today, Cloud TV operators need infrastructure which can be scalable and robust, with the trend being opting for the elasticity of the public cloud. Cloud-based infrastructures offer the ability to increase or decrease capacity to better support traffic spikes and heavy usage, guaranteeing availability and quality of the service to millions of viewers.

A capable IP video management system is also key, offering support for a wide range of files, formats, and transcoding options.

The Kaltura TV Platform

The Kaltura TV Platform is the most comprehensive solution of its kind, equipping service providers, media companies, and broadcasters with the tools and features they need to manage and offer an engaging Cloud TV viewing experience, capable of catering the exacting demands of modern TV viewers.

By offering a **Modular and Tailored Experience** melding AI, BI, and UI, along with the **Business Freedom** to support any type of content or business model, and a **Cloud Scale, Hybrid Ready** platform which can be deployed on the cloud or on-prem, the Kaltura TV Platform reinforces the three core elements of Cloud TV; **Experience**, **Business**, and **Infrastructure**.

Modular and Tailored Experience

With the Kaltura TV Platform, content and service providers can support any type of content, live TV, VOD, and 3rd party apps. Additionally, by being able to create and curate tailored TV products, operators are able to offer more content options for viewers.

By combining state-of-the-art Artificial Intelligence and Business Intelligence capabilities with leading User Interface design and development, operators are providing market leading TV services with personalized experiences for users, with enhanced content discovery, and better recommendations. Moreover, with support on any device, Kaltura makes it possible to offer a consistent content experience, no matter what screen the viewer decides to watch your content on.

Business Freedom

To combat the rising cost of obtaining and creating premium content, Kaltura makes it possible for operators to optimize their content monetization strategy by creating tailored TV products like custom content bundles and packages, effectively increasing revenue, reducing churn, and increasing upsell options.

The Kaltura TV Platform offers infinite monetization and flexibility, proven through our many global deployments: SVOD, TVOD, AVOD, EST, coupons, freemium, and external wallet integration.

Cloud Scale, Hybrid Ready

Kaltura offers an unprecedented pay TV SLA availability of 99.995%, allowing operators to successfully overcome one of the biggest challenges when transitioning over to Cloud TV; providing unrivaled IP based TV experiences at scale.

On the journey to a Cloud TV everywhere future, Kaltura is tackling the challenge of existing TV ecosystems and legacy systems. Kaltura is inserting Cloud TV services into existing TV ecosystems, offering a seamless transition for viewers, prolonging the lifetime of existing STBs and cable boxes. Kaltura also handles the migration of legacy platforms, replacing aging infrastructures and software with advanced cloud TV solutions.

With support for the industry's most popular and widely used video formats, audio tracks, and captions, Kaltura's IP Video Management component enables smooth video streaming and delivery across all devices and platforms: web, mobile, STBs, streaming boxes/sticks, and gaming consoles.

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About Kaltura

Kaltura's mission is to power any video experience. A recognized leader in the Cloud TV, OVP (Online Video Platform), EdVP (Education Video Platform) and EVP (Enterprise Video Platform) markets, Kaltura has emerged as the fastest growing video platform with the broadest use cases and appeal.

Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, in work, and at school. The company is committed to three core values - openness, flexibility, and collaboration - and is the initiator and backer of the world's leading open source video management project, which is home to more than 150,000 community members.

Kaltura's Media and Telecom business unit helps companies make the transition to offering a fully-fledged Cloud TV service that caters to the exacting demands of modern TV viewers.

The Kaltura TV Platform features personalized multi-screen access to linear, VOD and time-shifted TV as well as third-party content. It combines advanced monetization options with the ability to scale to millions of viewers anywhere in the world. The adaptability and agility of the Kaltura TV Platform lets companies experiment with new products and features, analyze performance, and react quickly to changes in viewing behavior to optimize engagement and better meet business goals.

For more information visit www.kaltura.com.

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