STREAMING IS THE NEW TV

What began as a fad has quickly evolved to an industry that has surpassed cable subscriptions worldwide and is anticipated to reach $125 billion market size by 2025, proving that streaming is cementing its place in the TV industry.

In the midst of the “streaming wars”, any service provider, media company, or broadcaster that strives to launch a streaming service that will rise above traditional TV must launch a Cloud TV service that will bring together the interactivity, multi-screen usability, and agility of OTT alongside the scalability, robustness, and customization capabilities that traditional Pay TV has always offered.

KALTURA IS RECOGNIZED AS THE MARKET-LEADING CLOUD TV PLATFORM, SERVING OVER 40 MILLION VIEWERS WORLDWIDE

Backed by worldwide tier-1 customers, Kaltura powers some of the world’s most advanced Cloud TV services, including Vodafone, VEON, Viacom18, Mediacorp, KCP, Entel, Viacom, Turner, and others.

Together with Kaltura, these TV service providers reduced complexity, costs, and time-to-market. By working with Kaltura, these services can operate TV in a way that engages the consumers of today, and simultaneously adapting to their future needs. Kaltura is highly focused on helping our customers fulfill their desired KPIs by continuously optimizing user acquisition and retention, content consumption, and monetization.
AWARD WINNING KALTURA TV PLATFORM

Recognized as the market leading TV platform by top analyst firms Ovum and Strategy Analytics, Kaltura offers a highly personalized live and on-demand TV experience, which is proven to help boost ARPU, retention, and NPS. Kaltura’s TV platform features our award-winning Targeted TV solution, supports a wide range of business models across all devices, and capable of scaling to accommodate millions of viewers.

CLOUD SCALE, HYBRID READY

Kaltura boasts a new benchmark in IP-delivered TV, ensuring market-leading platform availability of 99.995%. We have a successful track record inserting our platform into legacy cable, satellite and IPTV ecosystems, migrating the service to a hybrid Cloud TV solution, and combining the legacy network with OTT capabilities.

FLEXIBLE AND OPEN ARCHITECTURE

Recognized as a highly flexible Cloud TV solution, Kaltura enables customers to create tailored experiences. The platform's rich functionality, in combination with our granular and open APIs, facilitates fast development of bespoke applications on top of our platform.

Pre-integrated with > 50 technology partners

The design principles of the Kaltura TV Platform are based on the ability to serve multiple regions, languages, currencies, business models, and video distribution paths within a single service. The architecture also supports the ability to boost traffic with content syndicated to 3rd party services. The metadata, data, and control layer is managed through the Operator Console and supports the 4 service pillars: Business, Data, IP-Video Control, and Experience. The video processing layer prepares, stores, and delivers the video to the CDN.
Controls every aspect of the TV offering, from content packages, pricing, discounts, and coupons, all the way through multiple currencies. The platform supports linear, live events, PPV, EST, SVOD, and TVOD business models, as well as any type of purchase - “pre-paid”, wallet based, post-paid, or coupon-based. Additionally, we facilitate integration with third-party payment gateways as well as in-house BSS and user management systems.

Modular Business Logic
Any content type packaged under any business model

Household Centric, Individual Profiles
Multi-user and hierarchical household models

Comprehensive Usage Rights Management
Protect users, geographies, offers, assets, subscriptions, licenses, devices, parental controls, and concurrency
Offers video orchestration services to maximize control of the video workflow while ensuring secure control over content distribution for online and offline playback, including support for geo-blocking and blackout areas.

**Data**

**Industry First Cloud TV Data Lake**
TV expertise combined with global Cloud TV dataset, dedicated to support media use-cases.

**Continuous Service Optimization**
Leverage multiple-sourced data to fulfill your desired business outcomes.

**Targeted TV**
A learning service, tailoring TV experiences, integrated with effective marketing campaigns.

**IP Video Control**

**Full Control Over Time**
Time shifted TV services including shared and single copy cDVR, catch-up, startover, and download-to-go.

**Live and VOD Workflows**
Preparation services for VOD, live and time-shifted TV covering acquisition, content processing, encryption, packaging, and distribution.

**Cross Device DRM**
On-the-fly encryption supporting online and offline playback.

Unifies and normalizes multiple data sources into the platform’s audience data lake. The platform uses Kaltura’s TV central user segmentation engine, powered by ML and AI capabilities to generate “data-driven” user segments. These segment insights turn into targeted marketing actions, tailored for dedicated segments, which deliver higher user engagement and improved business outcomes, while maintaining compliance with international privacy regulations.
Supports enhanced content discovery and seamless switching between devices. Users can receive notifications when relevant content becomes available. The platform supports all devices including mobile, web, smart TVs, Android TV, Apple TV and STBs; and offers full control over the look and feel of each user’s experience with a wide choice of front-end applications.

**Continuous & Consistent Across Devices**
- Android Mobile & TV
- Apple Mobile & TV
- Smart TVs
- Web
- STBs

**Holistic Discovery Approach**
Content recommendations, notifications, unified and advanced search supporting fuzzy queries with spelling errors, alternate spelling or synonyms

**Cross Device Player**
Fast load time supporting ads pre-fetching for seamless viewing experiences

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**CLOUD TV TECHNOLOGY OPERATIONS**

Kaltura offers SaaS environment management including ongoing maintenance and regular infrastructure upgrades in addition to preventative maintenance measures facilitated by proactive monitoring served by a 24/7 NOC offering tier-1 customer support.

**INNOVATIVE 4Q ROLLING ROADMAP**

The Kaltura TV Platform has monthly version releases with a 4-quarter rolling roadmap containing new features and improvements. Updated on a quarterly basis, our roadmap is generated based on business goals derived from our customer requirements gathered during customer advisory meetings, in addition to market trends, competitive assessments, RFXs, and POCs initiated through the Kaltura Labs.
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 widest use-case 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 its core values of 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.
The Kaltura Media and Telecom business unit is focused on solutions for content and service providers looking to create next generation TV experiences. The Kaltura TV Platform enables customers to quickly launch a comprehensive Cloud TV service with advanced monetization, social interaction, and personalization tools. Kaltura provides a cross-device experience for all content types -- live, VOD and catch-up.

Click here for more information >

Call us: +1800-871-5224, or visit our website >