



Kaltura Cloud TV Platform

The streaming game is on -
Are you in or out?



Compete effectively in streaming. Bring together the collection of VOD titles, live TV, and OTT services your viewers crave and keep them glued to the screen with the most innovative features in video streaming.

The Kaltura advantage

The best of OTT and Pay TV worlds

The Kaltura Cloud TV Platform brings together the interactivity and agility of OTT with the scalability, robustness, and customization of traditional Pay TV. In essence, it helps you reduce complexity, costs, and time-to-market for your TV service, no matter how big or intricate.

Cloud scale, hybrid ready

Our SaaS solutions offer unmatched cloud-native agility and carrier-grade SLA of 99.995%. We have a successful track record of migrating cable, satellite, and IPTV ecosystems into hybrid Cloud TV solutions, combining the legacy network with OTT capabilities. An interesting fact? We are the only Cloud TV solution powering 15 major global TV initiatives with 10's millions of users worldwide.

As flexible as you can get

Kaltura's Cloud TV open and flexible architecture allows you to deliver any content, on any device, under any

business model. Best of all? Our platform also includes award-winning content aggregation tools, 400 API actions, 13 adapter types, and pre-integrates with 50+ technology partners to enable best-of-breed solutions.

Big time, all the time

Benefit from innovation and rich features and adapt quickly to viewing trends and consumer needs to boost ARPU, retention, and NPS. Our 4-quarter rolling roadmap based on customer advisory meetings, market trends, competitive assessments, and POCs guarantees service longevity.



Why choose when you can fuse?

We power Cloud TV transformation

Kaltura Cloud TV Platform offers everything you need to build a robust, scalable and reliable TV service for millions of viewers. The platform's architecture serves multiple regions, languages, currencies, and business models within a single service, plus it supports content aggregation with unified search, recommendations, user authentication, and billing.

Business

Control every aspect of the TV offering, from content packages, pricing, discounts, and coupons to multiple currencies.

- Modular business logic. It supports any content type (linear, live, VOD), any business model (SVOD, AVOD, PPV, EST, TVOD, and more), any payment method
- Comprehensive multi-user, household, and device management with user data protection
- Execute and optimize campaigns for improved business outcomes

Data

Create a data-driven TV service, integrated with effective marketing campaigns for a higher user conversion and engagement.

- Industry-first Cloud TV-centric and multi-source data lake
- Targeted TV with ML and AI to power user segmentation and tailored experiences
- Continuous service optimization and improved business outcomes with QoE, QoS, and advanced business analytics.

Experience

Support content discovery, seamless viewing across devices, and user notifications when their favorites become available. Control your service's interface and UX with a wide choice of front-end applications.

- Consistent viewing across devices (mobile, web, smart TVs, Android TV, Android TV Operator Tier,

Apple TV and STBs)

- Fast-loading player supporting over 8,000 device types with high-quality playback and ad insertion capabilities.
- Advanced and unified search, personalized recommendations, and time shifted TV services

Streaming

End-to-end media preparation, from content acquisition, transcoding, packaging and origination to dynamic ad insertion, encryption, and distribution to the CDN.

- Full control over time: VOD, Live, catch-up, restart, cDVR and download-to-go
- Live and VOD orchestration and secure control over distribution
- Cross device DRM with on-the-fly encryption, supporting online and offline playback

Cloud TV technology operations

SaaS environment management with ongoing maintenance, regular infrastructure upgrades and proactive monitoring. 24/7 NOC offering tier-1 customer support.

Deliver top-tier TV services worth a subscription. Your audience is waiting.

[Drop us a line](#)

[Visit our website](#)

Every day, millions of people use Kaltura's products to teach, learn, and work together. Kaltura's Media and Telecom adds entertainment into the mix. Over the years, we've helped tens of media and telco companies deliver next-gen TV experiences. Among them, you'll find 15+ global brands, including Vodafone, Astro, wavve Americas, Mediacorp, YLE, SRG SSR, and Watch Brasil.