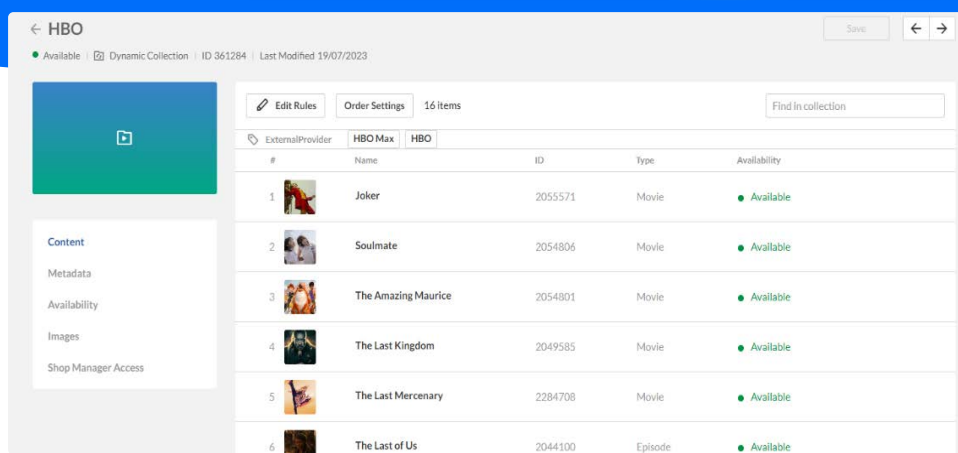




Kaltura Cloud TV Platform

Shop-In-Shop



Empower TV Operators as Super Aggregators, enabling content providers to manage their own shops, control user experiences, and offer commercial content within the operator's platform.

TV Operator as Super Aggregator

In the role of a "Super Aggregator," the TV operator enables powerful aggregation, overseeing the entire TV Platform. Both content providers and TV operators can create content and offers, while the Super Aggregator Operator streamlines processes and collaborates on content and offers creation. Custom content filtering rules ensure the presented content is aligned with each shop's audience on the Operator's client-application.

Dedicated Provider Zones

Content providers have their own dedicated and segregated zones in the Kaltura TV Platform, creating a personalized and branded experience. External content providers are empowered to manage and control their own shops. Providers can create and edit content, offers, promotions, and the overall user experience.

Unified Content Experience

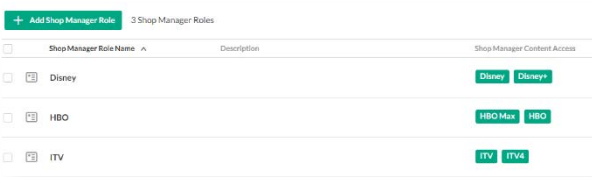
End-users can access a diverse range of content all within a single, user-friendly platform. Content from various sources is curated and organized, making discovery and consumption effortless. A seamless in-app experience lets users explore and watch content from different providers.

Dynamic Insights

Content ingestion is tracked for a seamless flow. TV Operators gain full oversight of shop-in-shop content ingestion, monitoring content engagement and customer behavior. Content providers receive tailored insights for optimizing their shops, refining content, offers, and promotions. This ensures each shop-in-shop resonates with its audience, enhancing the overall shopping experience

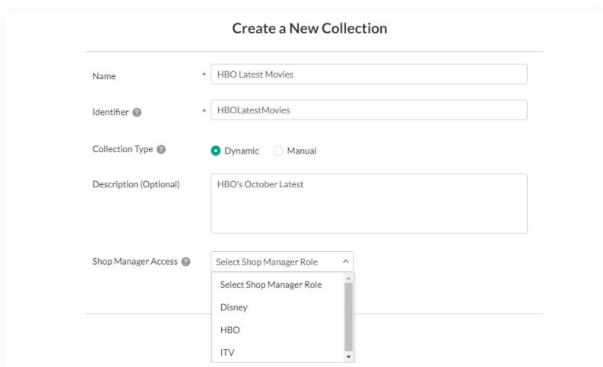
Shop Manager Roles

TV Operators can create and manage Shop Manager Roles. A Shop Role determines the specific content accessible within the Kaltura TV Platform for Shop Managers. By defining an aggregating shop filter condition, content is curated for each shop. The Operator can also control whether content providers can access offers or campaigns through a simple toggle switch. For offers, a finer level of control allows operators to choose between TVODs or boxsets, depending on the shop's needs.



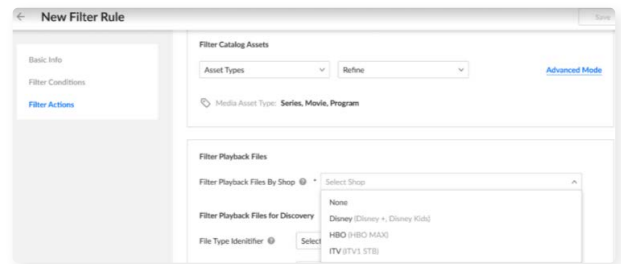
Role based TV Platform Management

Shop Managers, with Kaltura TV Platform access, can manage their content, offers and campaigns within their shop's scope. Collections, TVODs, boxsets, and campaigns will be automatically tagged with their Shop Role when created by Shop Managers. Operators, serving as super aggregators, collaborate with Shop Managers to manage content and offers, and can create these assets on behalf of the Shop by using the 'Shop Manager Access' drop-down. experience.



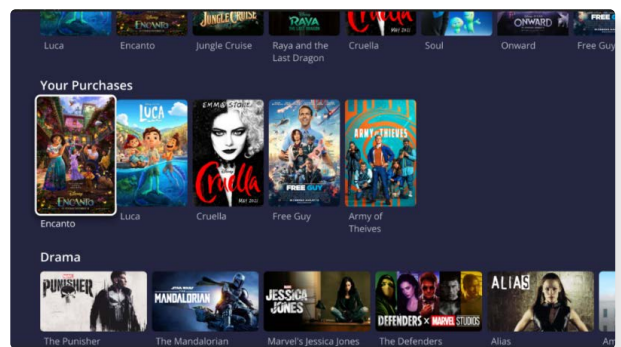
Content Discovery by Shop

TV Operator can create precise filtering rules for each shop, by using the Catalog and Playback Filters to define content visibility based on each shop's parameters. This ensures that content is only accessible to designated shops, giving operators control over the viewing experience. TV Operators can limit or grant access to content categories and playback choices, tailoring each shop's content experience to its commercial needs and targeted audience.



User Experience by Shop

TV Operators can ensure seamless user-experience by integrating the Shop app to their native app, enabling effortless access and display of purchased content. Users can view their Shop Offers and related content directly within the Shop app through entitlement badges, based on their TV Operator app purchases, eliminating the need to switch between apps and enhancing the TV Operator's super-aggregation capabilities.



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