

Simplify Pay TV Operations with 24i's all-in-one streaming solutions

Streaming Success Demands Multi-Screen Expertise

The massive growth in consumer demand for streaming video on unmanaged devices presents Pay TV operators with huge potential, but also enormous challenges. To maximize reach without eating into profits, it's essential to make the underlying technology for your streaming platform as operationally efficient, reliable and scalable as possible, at a price that's right.

One turnkey solution
that scales as you grow

Live TV, catch-up & NPVR

On every device

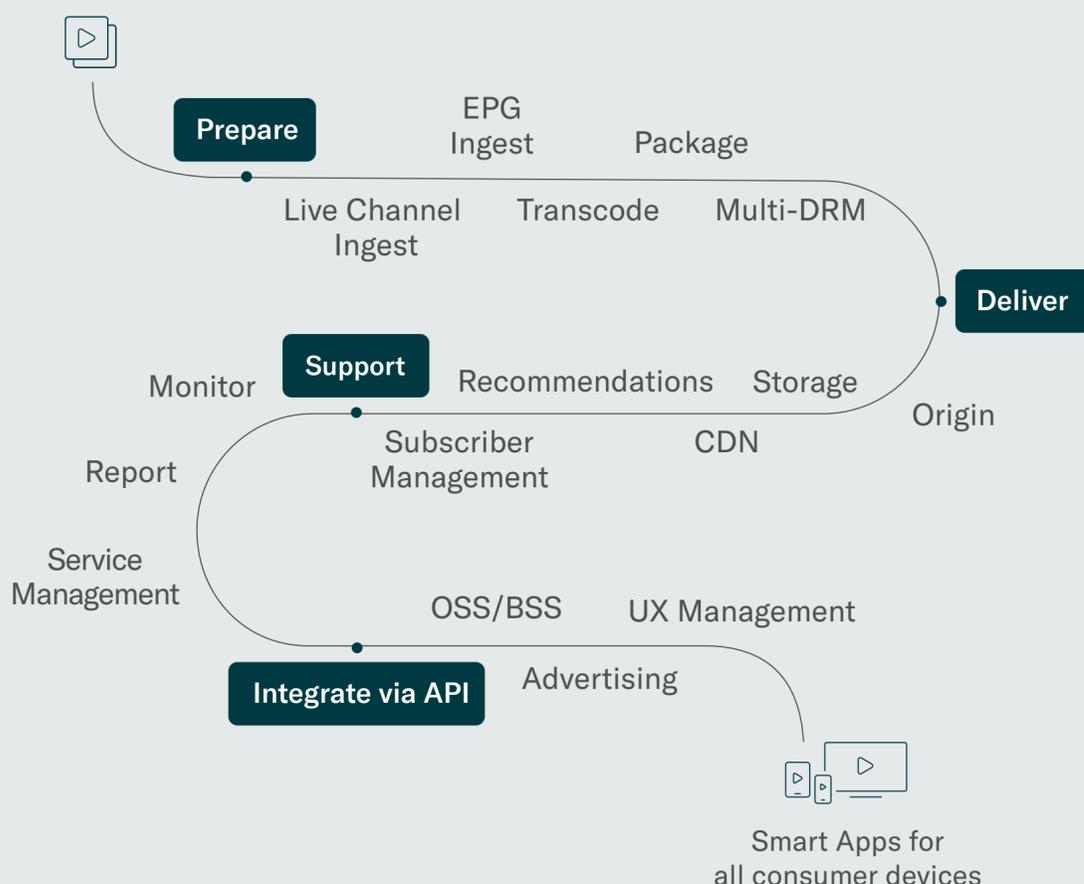


Back end infrastructure

Front end apps

Traditionally Pay TV operators have invested heavily in on-site equipment, specialist staff and external systems integrators to piece together a video backend, custom front-end applications and solutions for subscriber management, entitlements, payments, analytics and recommendations.

Now there is a simpler way to achieve the same goals.

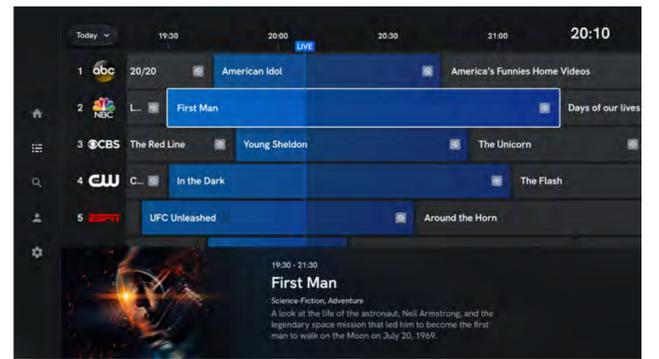


An end-to-end, pre-integrated platform

With 24i's Smart Video and Smart Apps, you don't have to spend time and money on in-house development, managing multiple vendors or diagnosing issues.

Our end-to-end platform takes the pain out of your day-to-day operations.

Launch fast and scale as you grow with pre-integrated transcoding, packaging, encryption, origin, subscriber management features, recommendations and world-class whitelabel applications for all kinds of devices. If required, we can even supply the STB through our sister company Amino.



24i's Solutions for Pay TV Operators

Remove the limits on your Pay TV streaming ambitions. The 24i streaming platform reduces the time to market whether you're replacing existing infrastructure or starting a greenfield service. With our TV as a

Service (TVaaS) option, you can choose to offload the full complexity of day-to-day streaming operations to our experts, leaving you free to concentrate on your core strengths — acquiring attractive content, winning and delighting subscribers.

The benefits of simplifying your Pay TV streaming service with 24i

Launch Fast

Our turnkey solution means you can be up and running with a new or replacement streaming platform, including a new generation of STBs, in as little as five months.

Extend Your Reach

Highly-configurable whitelabel, cross-platform applications allow your service to rapidly expand to a range of Smart TVs as well as Apple TV, Roku, Android TV, mobiles, tablets and more. Get a great user experience for your unique brand without custom development.

Simplify Your Operations

Eliminate your multi-vendor management headaches as you control the entire streaming operation from a single interface.

Scale As You Grow

24i's platform offers enterprise-level scale for the highest peaks of projected traffic alongside a pragmatic price-per subscriber business model which mean you pay the same fee per sub whether you offer 20 channels or 200. You don't have to invest in capacity until you're ready to use it.

Partner With Experts

With more than a decade of experience in the streaming market and a proven track record with Pay TV operators, our team is familiar with most challenges you're likely to face. We have strong relationships with all the major device platforms and our account management, integration and support expertise will navigate you safely through the stormy waters of TV streaming.

Smart Video Backend Infrastructure

Smart Video is the engine of your streaming operation. It covers all the steps of the workflow for multi-platform video distribution of live TV with pause, resume, restart, catch-up and network PVR. Including:

- EPG ingest and live channel line-up creation
- Transcoding live TV to ABR (HLS, DASH, MSS)
- Content storage
- Content distribution via a choice of public CDN partners or private CDN
- Encryption with all leading DRM technologies including PlayReady, Widevine and Fairplay
- Entitlement management APIs for integration with your OSS/BSS solution
- Recommendations, Search

Smart Apps Front-end User Experience

Smart Apps brings your streaming service to life on every consumer screen without compromising on style. Whitelabel applications support all the key Pay TV use cases on the full range of devices using our single, cross-platform code-base:



TVs

Android TV
HbbTV/ATSC
Smart TVs

Media Devices

Roku
Apple TV
Fire TV
Chromecast

Mobiles

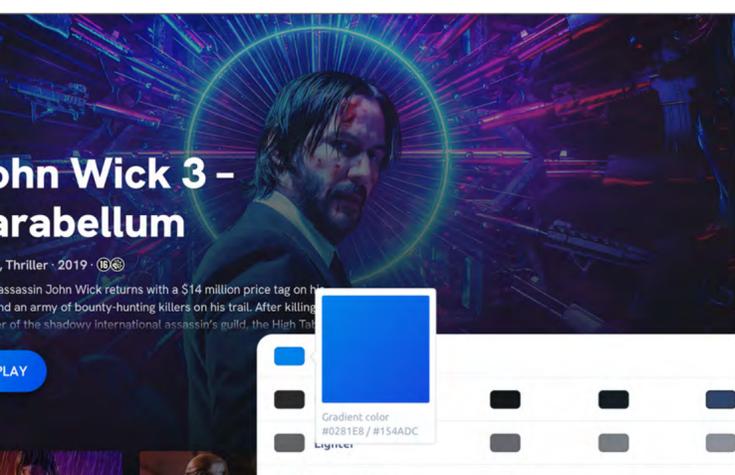
Android
iOS
iPadOS

Browsers

Chrome
Firefox
Edge
Safari

Consoles

Playstation
Xbox



Backstage

Backstage is 24i's cloud-based content and application management interface which gives operators code-free control over the look-and-feel of their user experience. It offers all the benefits of a whitelabel solution without the implied compromises on UX and branding. Operators can apply changes to a single application, or all of them at once, without the need to write a single line of code.

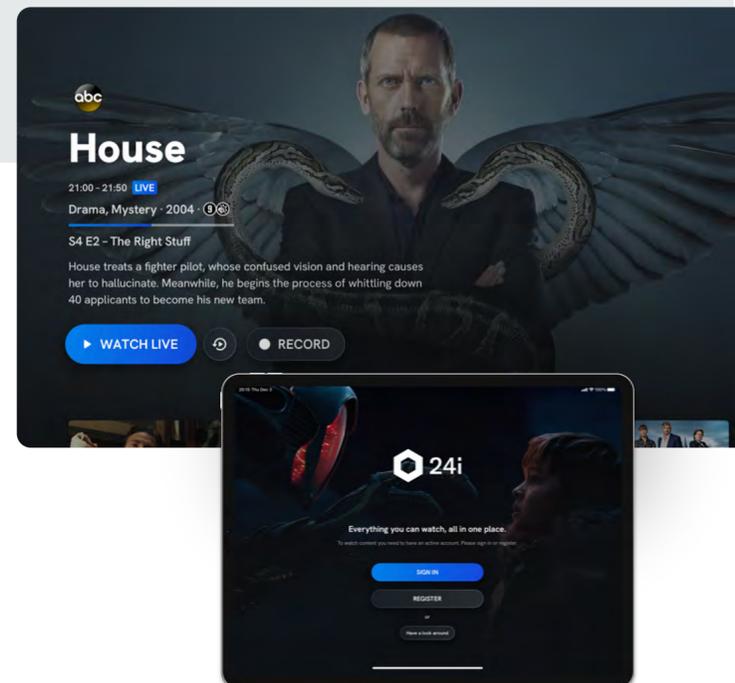
Backstage branding and styling options include include adjustment of colours, buttons, logos and automated image resizing. Build pages, customize menus, welcome screens and promotional areas. Segment your audience and configure automatic adjustment to the UX for different devices, regions and audience groups.

Application features include:

- SD, HD, 4K Support
- Multi-audio and Subtitle Support
- Advanced Search
- Intuitive Navigation and Rich EPG
- Cross-device Playback (“Follow Me”/Pause and Resume)
- Binge-Watching
- Recommendations and Ratings
- Favorites and Watchlists
- Flexible Choice of Business Models (SVOD, FVOD, TVOD, AVOD)
- TV Everywhere (TVE) Authentication support
- Multi-profile Households
- Reminders and Notifications
- Parental Controls

Expert Support

When you choose a solution from 24i, you get the backing of our expert test lab, equipped with over 350 unique devices to ensure maximum compatibility with different models of consumer streaming devices. Our continuous integration and development workflows include automated testing and regression testing across all platforms for every OS update.



Robust and Proven Solutions

24i's Smart Apps and Smart Video solutions are already providing support to a wide range of streaming services. Our Pay TV customers include:



Learn more about the benefits of an end-to-end solution in our whitepaper, Pay TV Doesn't Have to be Painful.

Or **contact us** for more information and a demo of our Pay TV solutions.

[Get The Whitepaper](#)