HONG KONG’S NEW STREAMING SERVICES

Hong Kong’s largest free-to-air broadcaster, RTHK, has selected Irdeto Control as its multi-DRM solution for all its video streaming platforms.

The broadcaster will use the technology to both protect its premium video content and scale its streaming services.

RTHK is investing in premium to strengthen its position against pay-TV operators and streaming video providers in the region. Irdeto Control’s multi-DRM service and features, such as Geo Blocking and VPN Detection, will protect and prevent its content investments from being pirated.

REAL MADRID NEW OTT OFFERING

Real Madrid is now available through a new streaming platform.

The club is launching RM Play, a new OTT (over-the-top) platform, where all of the club’s video content is available on demand.

It can be accessed on mobile devices, tablets and Smart TVs including Apple TV, Android TV and Amazon Fire TV.

Madridista fan club members can gain access to all available content including news from across the club, highlights, press conferences, interviews and specials. A historical archive is also available including highlights from the last 15 years of the first team.

ITVX EXPANDS FOOTPRINT

ITVX is now available on 22 different platforms across smart TVs, mobile devices, consoles and browsers.

The streaming service is celebrating six months since it was created out of the former ITV Hub. In its new form it has secured distribution on Amazon Fire, Android, Apple, Freesat, Freeview Play, LG and Samsung TVs, Sky and Virgin Media. For the first time full ITV catchup is available on Sky Q and Sky Glass.

Most recently, live and FAST channels are now available within ITVX on LG devices via Freeview Play.

SRBIJA TO BUY GLOBALTEL

The Serbian incumbent Telekom Srbija plans to buy 100% of the telco Globaltel.

Globaltel, whose consumer offer includes TV services, is currently majority (55%) owned by Zeljko Mitrovic’s Pink media group, with the remaining 45% held by Procescom. The latter is majority (51%) owned by Vojislav Krstic.