TELEBREEZE : DEPLOYING OTT/ IPTV PRODUCTS ACROSS VIDEO PLATFORMS

Telebreeze is a software company with in-house developed software-defined OTT/IPTV platform, designed for the preparation, management and delivery of media content across multiple video platforms.

Telebreeze products deliver great value to the stakeholders in the IPTV/OTT, entertainment media ecosystem. Middleware offers the ability to managing video streaming from a single dashboard. It forms the core of the system and allows the operator to control operation of all modules on all levels.

IPTV/OTT is booming in India and there is a great potential for the range of products offered by Telebreeze in the Indian market.

TELEBREEZE'S NEW FEATURE IN MIDDLEWARE: INTERACTION WITH CONTENT OWNERS

GOOD CONTENT IS YOUR COMPETITIVE ADVANTAGE

Viewers choose a video streaming service by the quantity and quality of content. Thus, according to Filxed research, 89% of viewers voted for Netflix as the best video platform, whose main advantage is the variety of quality content. At the same time, Netflix not only buys content, but also produces it independently. OTT platform owners cannot ignore this fact and in pursuit of competitive positions are forced to think not much about WHO and HOW will use their application, but about WHAT they can provide viewers in addition to competent UI/UX and favorable rates. The variety of the library of films and shows (exclusive in particular), and new products for distribution makes operators think about the sources of such content.

THE COMPLEX RELATIONSHIP BETWEEN OPERATOR AND CONTENT OWNERS

You can provide your OTT platform with content in different ways: buy exclusive rights, create your own video production studio, integrate with other services. If you buy content from the copyright holder, often in addition to receiving the video and uploading it to the platform, the relationship between the operator and the owner of the content remains a problem.

As a rule, copyright holders have strict requirements not only for protecting content with DRM, but also for other parameters:

- ❖ **Uploading content:** Uploading should be carried out quickly and conveniently: there should be tools for working with a large number of files simultaneously, quick addition of descriptions, content categories.

❖ **Content statistics:** Content owners need to constantly monitor viewing statistics to account for the correct monetization of their content.

❖ **Content display:** Sometimes content owners may complain that the presentation of their content is not happening at all as they expected: the description is distorted, posters are not attached, the quality degrades.

Disagreements with the copyright holder can lead to the loss of partnership for the operator, and, as a result, to the loss of the desired content, users and profit. To improve the efficiency of interaction between the two parties to the process, the operator and the content of the copyright holder, Telebreeze has developed a special section for Middleware: the content owner's dashboard. This feature will simultaneously relieve the operator from the worries of preparing content for display, and the content owner from unnecessary worries about the product of his intellectual property.

SECTION FOR CONTENT OWNERS IN MIDDLEWARE

The new dashboard developed

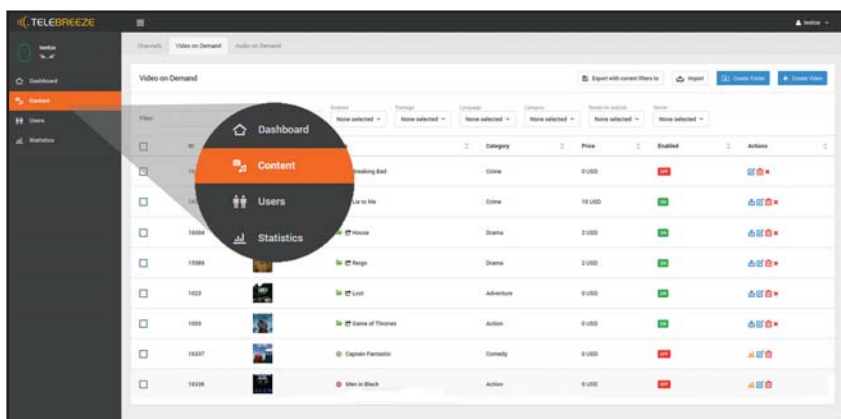**Operator's Dashboard With Highlighted New Titles From A Content Owner.**

for the system administrator with special rights: the Content Owner.

This section is for people who own the content. They produced it, bought it or in any other way acquired the rights to it. Content owners want to deliver their content to viewers and make a profit from it. Often, they do not have their own video service, but have entered into cooperation with a platform that

Content Owner's Dashboard In The Middleware Of OTT Operator.

already has delivery infrastructure, subscribers, billing, but no exclusive and relevant content.

When the interests of the platform owner and the copyright holder's content match, they enter into a cooperation agreement and the operator opens the content owner access to the Telebreeze Middleware control panel with all the necessary rights: adding content, descriptions, managing display. In return for this content, the content owner gets access to statistics, based on which he can track its consumption and charge the operator a specified fee.

Previously, to add new content to the Telebreeze platform, either integrations with third-party services were used, or the content owner himself provided his material to the operator. The operator himself uploaded the content to the platform, managed and promoted it. Now the content owner is empowered to independently add his content to the platform and fully manage it: create and delete new items,

create playlists, create a hierarchy, categorize items. Nevertheless, the operator still remains the main one on the platform: the content will be available to end users only after its approval.

The statistics of viewing content is also available to the content owners. They now can see how many people have watched their videos and consider it in monetization.

Another feature of the new section is that the operator can share the newly provided content to his sub-operators. However, the content owner will still have access to statistics on their content, regardless of who is using it: the main operator or sub-operators.

BENEFITS FOR THE OPERATOR AND COPYRIGHT HOLDERS

Operator:

1. Increases the attractiveness of the service and speeds up the startup process. The presence of quality content is a huge reason to use the video service for end users. The sooner the operator has content, the faster he will be able to bring the platform to market. And the better his library is, the more audience and profit he will receive as a result;

2. Saves resources for uploading content to the platform by delegating control to the content owner. The operator is only responsible for verifying the

content and bringing it to the end user;

3. Increases the media library of its platform.

Content owner:

1. Manages its own content;
2. Builds a transparent relationship with the operator through tracking statistics;

3. Expands the distribution channels of its content;
4. Expands the possibilities of monetizing its content.

The new features made it possible to free both parties, the operator and the content of the copyright holder, from unnecessary time spent on negotiations, coordination and disposal of media material. The content owner will no longer have to make claims to the operators about the incorrect use of their material, since now he sees real time transparent reports in his dashboard.

The main goal of creating a new dashboard in the system is to increase the efficiency of interaction between operators and content owners, reduce

the barriers for content producers to enter the market, and facilitate mutually beneficial profit.

ABOUT TELEBREEZE:

Telebreeze is a software development company with more than 8 years' experience in creating and implementing globally one of the best software for ever growing video workflows of media business. All software components of the solution are developed in-house. This guarantees the best interoperability between software modules and maximum efficiency of the entire IPTV/OTT network. Telebreeze Video Solution is a software-defined platform, designed for the preparation, management and delivery of media content across multiple platforms.

Telebreeze is a pre-integrated solution that covers complete IPTV/OTT distribution pipeline: from video transcoding and delivery to playback at the variety of end-user devices and management on all stages. ∎

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