

Endavo MCN Platform

OTT-TV Solution for Service Providers



Endavo's enterprise cloud solution for aggregating, managing and delivering multichannel OTT-TV content that empowers service providers to extend TV content over-the-top, to distribute OTT channels, and to develop next-generation TV services



OTT-TV Channel and Programming Management

Endavo enables MCNs with the ability to easily ingest and manage multiple content providers and channels through a single management console:

Channel Ingestion. VOD channels ingested via HTTP, FTP, RSS, MRSS, HDD; live channels/streams ingested over IP or satellite; EPG and batch metadata ingestion.

Content Moderation. Content providers independently populate and manage their own channels, then syndicate their channels to a service provider's account for review, approval and programming for OTT distribution.

Distribution Management and Security. Easily manage geo or device rights, release windows, business rules, and end-user access.

Content Repackaging. Curate channels and organize a multichannel network from inventory of aggregated content providers.

Monetization. Assign aggregated channels to subscription services or assign advertising or transactional pricing to individual programs, series or channels.

Reporting. The platform captures all delivery, engagement and commercial data necessary for both service providers and content providers to analyze, manage and monetize their business relationship.

OTT-TV Platform for Network TV Broadcasters and Pay TV Service Providers



Aggregate new OTT-TV channels from many new sources:

- Independently programmed VOD channels
- Title libraries
- Episodic TV shows
- Linear TV channels and EPG
- Live events
- Live radio and music channels
- User-generated content (UGC) and channels



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OTT-TV Service Delivery

- Endavo processes and delivers multiscreen live TV channels and VOD programming “over-the-top” or “through the middle” of existing networks – transcoding, transmuxing, encryption for ABR unicast streaming or on-net delivery to iSTB, Smart TV, PC, tablets, smartphones, all available in the cloud and/or on local servers.
- Custom TV services supported, such as Catch-up TV, Start-over and nDVRCloud-based solutions result in lower upfront costs with ROI tied to lifetime customer value projected against future capacity growth. Convert capital costs to operational costs.
- Local installation of the platform or certain components is available to meet network or distribution rights requirements
- Integration to service provider OSS/BSS for billing and subscriber/user authentication
- Seamless or custom user experiences delivered to every screen through integrated authentication and services APIs
- Custom website and application development and hosting services available for end-to-end OTT-TV solution – websites, iOS, Android, iSTB, hybrid STB, Smart TV

Endavo serves as an agile platform and framework for developing and launching next-generation TV services

- Service oriented, open architecture enables agility and flexibility to develop, test and launch custom services using digital media
- Frameworks in place to accelerate development times and reduce cost to deploy new services
- Cloud infrastructure provides virtualization for agile development, testing, ramp-up, increased performance and reduced deployment costs.
- Web 2.0 (REST) API can quickly be expanded to deliver newly-created services to existing or new user interfaces

MCN Value Proposition



- Empower content providers to easily syndicate into MCN for OTT-TV distribution
- Keep OTT-TV platforms alive with fresh, regularly updated content, UX and services
- Gain access to expanding universe of OTT content and channels
- Reach new subscribers and create new revenue streams
- Lower costs and switch to operational cost model
- Adopt a future proof strategy that is flexible, easily scalable and virtualized

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