ROSING FEATURES

- Unified platform serving the continuous distribution of content to mobiles, Internet-enabled TVs, PCs and STBs

- Software-based configuration or off-the-shelf equipment for transcoding and streaming

- A comprehensive set of middleware services, including content management, business intelligence, customer relationship management, billing and other systems

- The highest video quality (SD, HD, 4K UHD) with effective bandwidth consumption

- Support for various business models – AVOD, TVOD, SVOD, EST, KOD

- Smooth operation across networks with different bandwidth characteristics: from EDGE to high speed Wi-Fi and LTE connections

- A variety of supported codecs, including H.264 and H.265

- DRM content protection (PlayReady, Verimatrix, Widevine, Adobe Flash Access or equivalent, certified holder)

- Support of live streaming, VOD, VOD playlist streaming and VOD Loop channel streaming with the ability to download content for storage on local devices or for storage on SPB TV/operator's cloud service

- Cloud ready. SPB TV's platform can be deployed on your own premises, third party cloud service providers and on the private SPB TV Cloud

- Targeted advertising placements

- Surround sound by DTS and Dolby

ROSING ELEMENTS

- Transcoder for high-quality, multi-rate encoding and transcoding of live and on-demand video streams for multi-screen devices. It supports up to 100 channels simultaneously.

- Streamer for managing adaptive video delivery to multi-screen devices in different networks' bandwidth capabilities. It generates up to 5,000 concurrent sessions in various quality options.

- Advertising Server is a unique one-stop-shop solution that allows accurate substitution of broadcast commercials based on the user's location, gender and age. The solution integrates all the necessary components for in-stream ads detection, removal and insertion – and doesn't require any third party assistance.

- Content delivery network allows for the delivery of heavy content to numerous users by caching it on edge servers, then directing it to users based on proximity and network topology, edge load and other metrics.

- Middleware connects the delivery infrastructure with client software, integrating them with the authorization and billing systems. It also provides the operator with CMS and conditional access systems available from one control point.

- Client solutions, which ensure same compelling and enjoyable viewing experiences across all screens: Mobile, Desktop and TV.

ROSING DEPLOYMENT OPTIONS

SPB TV Rosing can be delivered in software-based or server-based configurations, or even as a cloud-based hosted solution. The SPB TV team with its extensive expertise in delivering OTT TV solutions will assist you in selecting the deployment option to best suit your business needs and balancing the speed of roll out with the required investments.

Onsite Deployment
SPB TV Rosing has a modular architecture and can be easily integrated into your existing infrastructure. Launch new services or scale your business up to your growing subscriber base with SPB TV.

To meet your particular requirements and achieve maximum reliability, security and performance, the SPB TV team controls every stage of the deployment process. By using only technologies and systems with high data redundancy we eliminate the possibility of a single point of failure.

SPB TV Cloud Deployment
Your OTT TV or video service can be deployed on our existing SPB TV private infrastructure or on a third party cloud platform (e.g. Amazon AWS) allowing for an incredibly fast launch anywhere in the world. SPB TV cloud technologies make the purchase and installation of the video delivery equipment unnecessary and ensure the dynamic scalability of your service. You can have new virtual servers added or removed automatically depending on your audience dynamics.