



Broadcast, Media & Entertainment Solutions

OTT Video

Understanding the Role and
Impact of OTT Video as-a-Service

Understanding the Role and Impact of OTT Video as-a-Service

CONTENT

- What is OTT as-a-Service?
- Benefits of OTT as-a-Service
- The Globecast Approach to OTTaaS
- Current and Future Developments
- Complementary Services

Introduction

OTT (Over-the-Top) video services have become essential for modern content delivery, allowing operators to reach audiences across multiple devices and platforms with a direct-to-consumer approach (D2C).

While setting up in-house OTT facilities might seem like an option, it often involves significant complexities, high initial investment, ongoing operational challenges and R&D investment to implement new features over time.

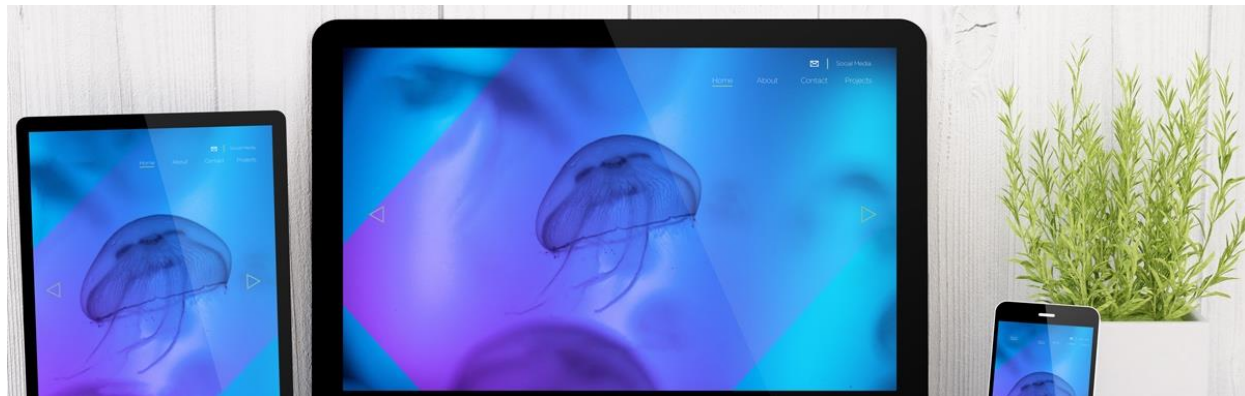
OTT as-a-Service (OTTaaS) from a managed service provider offers a compelling alternative. It leverages cloud-based infrastructure and expert management to streamline deployment, ensure scalability, and achieve cost efficiency. This approach allows operators to focus on content and customer engagement without the burden of maintaining technical infrastructure or handling upgrades.

By choosing OTTaaS, customers benefit from rapid deployment, enhanced flexibility, and a future-proof platform capable of adapting to industry changes—delivering a superior user experience while minimizing risks and operational overhead.

This white paper highlights how partnering with a managed OTT service provider, such as Globecast, can support your strategic goals and help you succeed in the competitive OTT landscape.



1 - What is OTT as-a-Service?



OTT as-a-Service (OTTaaS) is a cloud-based managed platform that enables content providers and operators to deliver Over-the-Top (OTT) video services seamlessly. It includes infrastructure, content management, user management, payment management, advertising management, content security, media preparation

and delivery capabilities, allowing users to deploy, operate, and scale their OTT offerings without extensive in-house technical resources. By outsourcing OTT operations to a trusted provider, operators can focus on their core business while ensuring a high-quality viewing experience for their audiences.

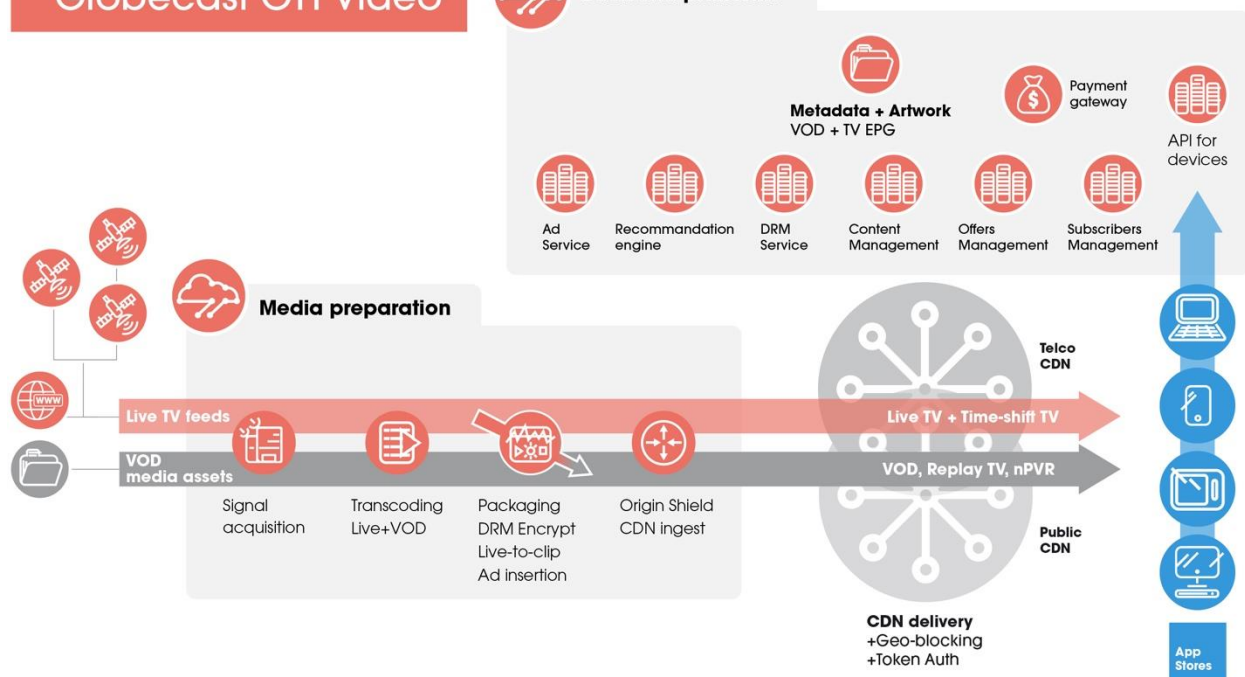
In practice, OTTaaS relies on three pillars:

- a Video Stack platform for Media preparation and Delivery
- a Back-end Service Platform for managing the service
- Front-end applications for end-users

Globecast OTT Video



Back-end platforms



The **Video Stack platform** provides the following functionalities:

- **Content Acquisition:** migrating live TV and on-demand videos to the cloud from any source, regardless of the medium.
- **Cloud-based Processing:** employing advanced encoding, transcoding and packaging technologies to efficiently prepare and secure content for seamless delivery.
- **Content Delivery:** organizing a smooth distribution across a variety of devices - including smartphones, tablets, smart TVs, and web browsers- while ensuring the appropriate geographic coverage and scalable performance during peak traffic periods.

The **Back-end** Service Platform centralizes content catalog management, users registration, business offers, payments processing and analytics, ensuring smooth and efficient operation behind the scene.

Front-end applications serve as the engaging interface where users access and enjoy content effortlessly, while showcasing your brand identity and highlighting your latest offerings.



Globecast designs, builds and runs comprehensive end-to-end solutions, that integrate these three components with state-of-the-art technologies from our partners. Our know-how also includes orchestration and 24/7 supervision

A note on Front-end :
launch quickly the OTT app for end users, then iterate

The most effective way to quickly launch an OTT service is to start with an app that includes the core features. This foundation can then be expanded through incremental updates and support for additional devices
Indeed, introducing new features to the users may require updates across the three pillars (video stack, back-end, front-ends). However, this is not always necessary: A well-designed back-end service platform and video stack can enable seamless feature integration through a simple app update, minimizing disruption and accelerating deployment.

Key Features and Capabilities of an OTTaaS platform:

Feature	Capability
Managed services	24x7 monitoring, maintenance and support for uninterrupted service delivery.
Scalability	Easily scales to accommodate growing content library and audiences, especially during peak time.
Advanced encoding	Supports the latest audio and video codecs handled by the users devices for high-quality streaming and better visual and audio experience.
Multiscreen	Optimized for web browsers, smartphones, tablets, smart TVs, and even VR headsets.
Content Security and System Resiliency	Includes DRM, encryption, token authorization and platform redundancy to ensure secure content delivery and service availability.
Service platform	Includes DRM, encryption, token authorization and platform redundancy to ensure secure content delivery and service availability.

2 - Benefits of OTT as-a-Service

Business & Financial Flexibility:

1

- Shift from Capex to Opex models, minimizing upfront infrastructure investment.
- Adapt to market changes with a flexible, pay-as-you-go approach.
- Reduce financial risk by avoiding large capital expenditures and aligning costs with actual usage.

Business & Financial Flexibility:

2

- Support a wide range of content types, including live TV & Radio, Live DVR, catch-up TV, live events, on-demand video catalog.
- Enable advanced features such as personalized recommendations and interactive content.
- Facilitate rapid deployment of new content formats and features to stay ahead of consumer expectations.

Increased Monetization:

3

- Combine diverse revenue streams like targeted advertising, subscription and pay-per-view.
- Utilize analytics to gain insights into audience behavior and optimize monetization strategies through distributors.
- Facilitate rapid deployment of new content formats and features to stay ahead of consumer expectations.

High-quality Outsourcing:

4

- Focus on strategic growth while outsourcing infrastructure and operations to experts and accelerating Time-to-market.
- Ensure high availability and reliability through managed services that adhere to industry standards.
- Benefit from continuous updates and support without the need for in-house technical resources.

Cost Optimization:

5

- Reduce Total Cost of Ownership (TCO) by leveraging shared cloud infrastructure and mutualization.
- Minimize operational overhead through automated processes and centralized management.
- Enable incremental scaling, avoiding over-provisioning and reducing wastage of resources.

Additional Benefits

6

- Faster Innovation: Rapidly test and roll out new features or content without lengthy development cycles.
- Security & Compliance: Benefit from advanced security measures and compliance management provided by the service provider.
- Focus on Core Business: Free up internal resources to concentrate on content, marketing, and customer engagement, rather than technical infrastructure management.

3 - Current and Future Developments

The OTT landscape is evolving rapidly, driven by technological advancements and shifting viewer preferences. Globecast remains at the forefront of this transformation, continuously enhancing its OTTaaS offerings to meet emerging demands.



Innovation, for enhanced experience and sustainability

- **New features:** Rapid integration of innovative functionalities such as: social viewing, multi-live streams, user-selectable camera angles, customizable audio mixes, and gamification elements to enrich viewer engagement and interactivity.
- **Next-Generation Streaming Technologies:** Incorporating edge computing, 4K/8K streaming, additional video codecs, advanced audio (dialogue enhancement, immersive sound, choose your own mix...) and adaptive bitrate technologies to improve quality and reduce latency.
- **Sustainability Initiatives:** Implementing eco-friendly infrastructure practices to reduce carbon footprint and promote sustainable operations.

Understanding viewers to serve them

- **Enhanced Analytics:** Developing advanced analytics tools to better understand viewer behavior, optimize content strategies, and maximize monetization opportunities.
- **AI-driven Personalization:** Leveraging artificial intelligence to deliver highly personalized content recommendations, enhancing user satisfaction and retention.
- **AI-based localization:** Expanding global reach by adding localized versions with translated subtitles and exploring voice translation to facilitate seamless multilingual content delivery.

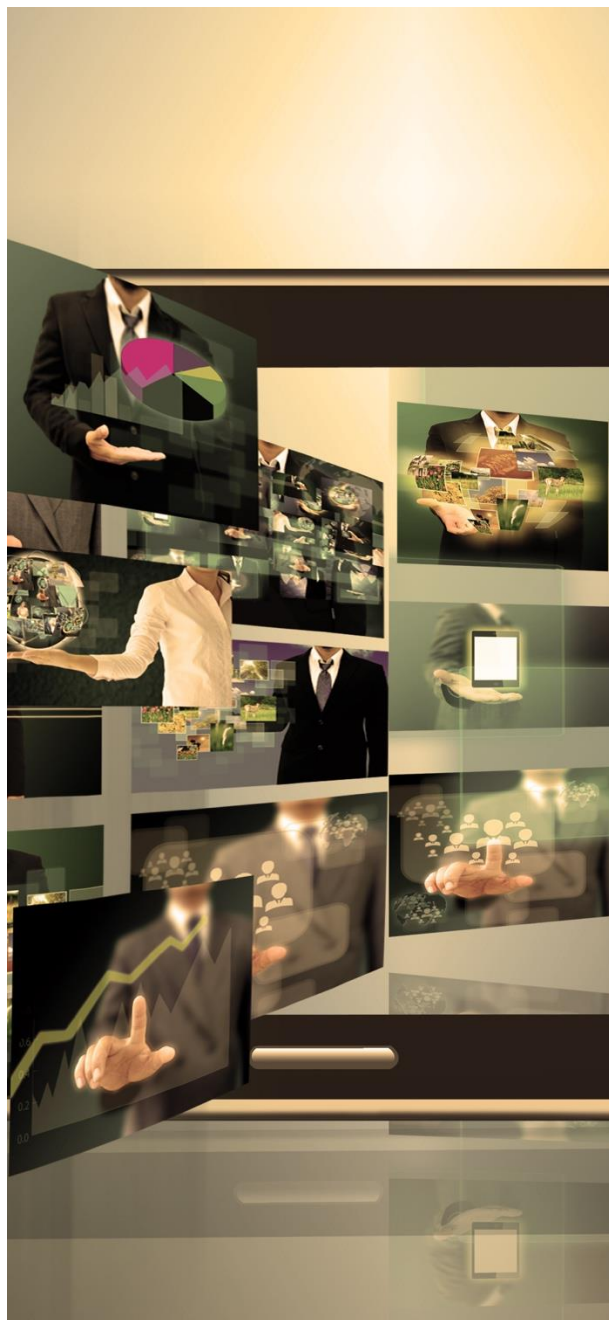
Globecast's commitment to innovation ensures that its OTTaaS solutions remain agile, competitive, and aligned with the future of digital entertainment.

4 - The Globecast Approach to OTTaaS

- At Globecast, we redefine OTT as-a-Service by integrating decades of industry expertise with innovative, flexible technology solutions.

Key Features of Globecast OTTaaS platform:

- **Content Ingestion:** we provide a unified platform for live and on-demand content acquisition, supporting an extensive catalog of live TV channels; all this is supported by seamless connectivity to source content from around the world, simplifying content ingestion and management.
- **Encoding, Transcoding, Packaging and Streaming Origin:** our platform leverages recognized expertise in advanced video processing, supporting multiple codecs and formats; it ensures content security and provides reliable CDN ingest, delivery of high-quality streams across various devices and networks.
- **Global CDN footprint:** Reach your online audience globally with a reliable, scalable content delivery network (CDN). Options include: Multi-CDN setups, Viewer-to-Viewer assisted content delivery (CDN offload), and a combination of Public CDN (for on-the-go access) with Telco CDN (for in-home viewing).
- **OTT back-end:** a modern service, cloud based platform to efficiently manage your content assets, promote your content, and implement monetization strategies through various models available, such as subscription, ad-supported or transactional.
- **OTT front-ends:** deliver engaging, feature-rich applications across multiple devices; these apps enable users to discover, browse and consume content seamlessly, providing an optimal viewing experience tailored to each platform.



- Our approach is centered on delivering scalable, reliable, and future-proof platforms that empower media operators to efficiently launch, manage, and grow their OTT services—tailored to meet the evolving demands of today's digital audience.



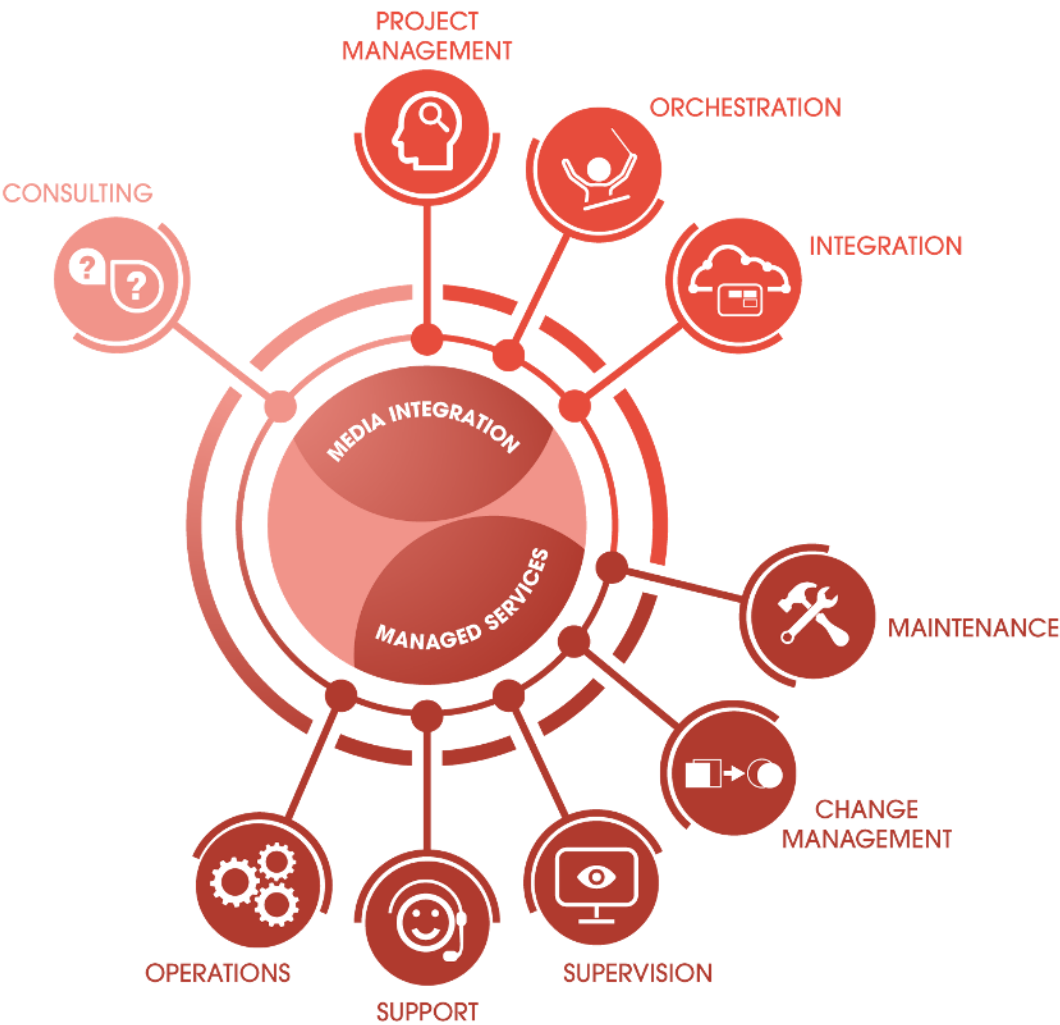
Globecast's Differentiators:

- **Vendor-agnostic architecture:** ensures maximum flexibility by supporting a wide range of hardware, software, and sources, allowing seamless integration and future-proofing.
- **Comprehensive ground-to-cloud content acquisition:** equipped with multiple technical facilities to serve as gateways for efficient, reliable content transfer from various sources to the cloud.
- **Hybrid cloud processing:** combines on-premises and cloud infrastructure to optimize scalability, performance and cost efficiency, adapting dynamically to changing demands.
- **24x7 managed services:** provides around-the-clock monitoring and fault detection, and rapid issue resolution to maintain high service availability and reliability.
- **Major live events coordination:** Utilizes a dedicated Media Control Room (MCR) for real-time monitoring and management of large-scale live broadcasts, ensuring seamless event coverage.
- **Pay-as-you grow business model:** Offers flexible, scalable pricing that aligns with your evolving needs, enabling cost-effective expansion without overinvestment.
- **Deep industry expertise** with tailored solutions for media operators and broadcasters.
- **Proven track record** of successful deployments in complex, high-stakes environments.
- **Commitment to innovation,** continuously enhancing services to meet the latest technological standards and consumer expectations.

5 - Advanced Services

The OTT landscape is evolving rapidly, driven by technological advancements and shifting viewer preferences. Globecast remains at the forefront of this transformation, continuously enhancing its OTTaaS offerings to meet emerging demands.

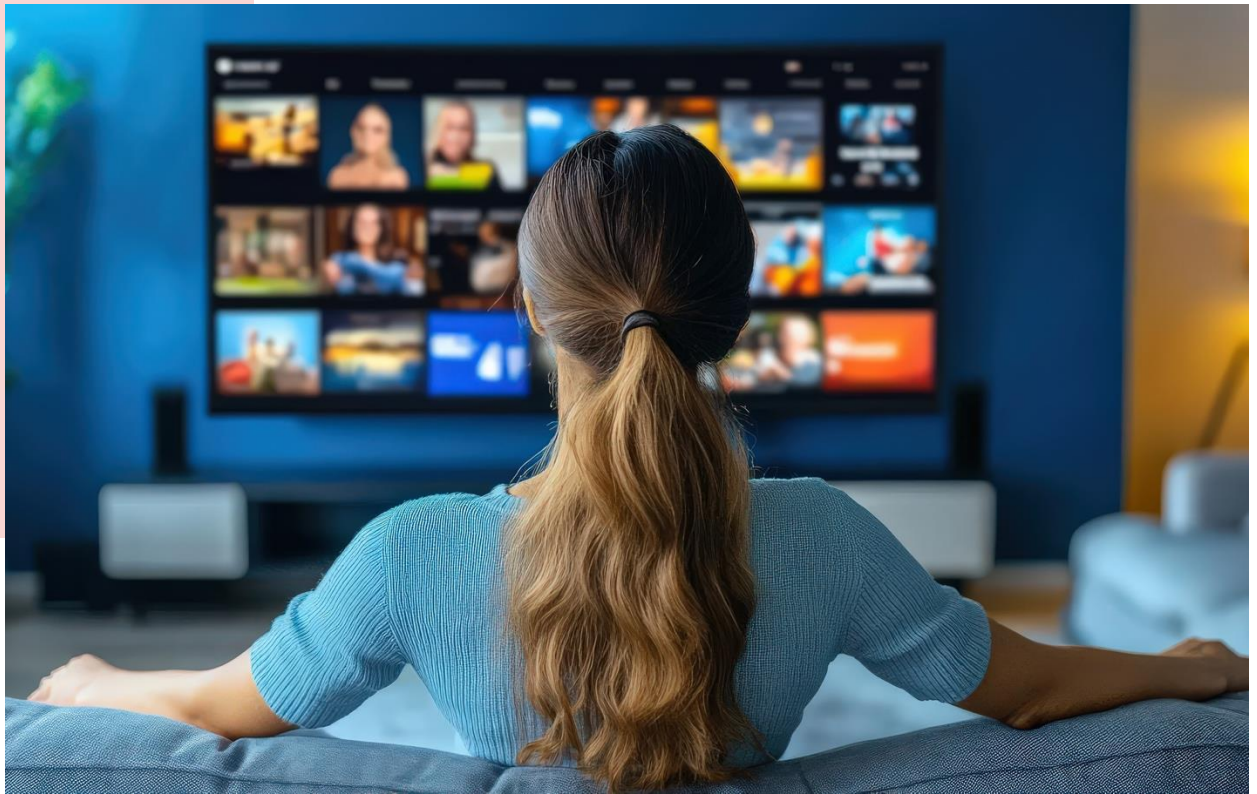
These services provide comprehensive end-to-end support, spanning initial planning and deployment to ongoing maintenance and optimization. This enables clients to deliver a seamless, high-quality OTT experience to their audiences.





Globecast complements and supports its OTT products and solutions with a comprehensive range of services:

- **Consulting:** Our consulting services provide expert guidance to streamline your OTT deployment. We provide strategic insights on market trends, technology selection, and industry best practices, ensuring your OTT service remains competitive and aligned with your business objectives.
- **Project Management:** Our project management team ensures that your OTT initiatives are delivered on schedule and within budget. We oversee all phases of planning, execution, and monitoring, coordinating with stakeholders to guarantee smooth integration and successful deployment.
- **Integration:** Our integration services ensure that your OTT platform operates seamlessly with existing systems and third-party services. We handle the technical complexities of integrating diverse components, including content management systems, billing platforms, and analytics tools, delivering a cohesive and efficient solution.
- **Orchestration:** Our orchestration services streamline and automate OTT content workflows. From ingestion and processing to distribution, we ensure your content reaches the right audience at the right time, boosting efficiency and viewer experience. Operators can quickly apply configurations to multiple TV services, with optional roll-back if needed.
- **Change Management:** Our change management services support your ability to adapt to evolving market dynamics and technological innovations. We assist in planning and implementing platform updates, ensuring smooth transitions and minimal disruption to your operations.
- **Operations:** We offer comprehensive operational support to handle the daily managements of your OTT platform. This encompasses content scheduling, user management, and performance optimization, enabling you to concentrate on your core business objectives.
- **Supervision:** Our supervision services continuously monitor the performance and health of your OTT platform. Utilizing advanced tools, our team proactively detects and resolves issues, ensuring seamless and uninterrupted service delivery.
- **Maintenance:** We offer ongoing maintenance services to uphold the reliability and optimal performance of your OTT platform. This includes regular updates, performance tuning, and troubleshooting, all aimed at minimizing downtime and delivering a seamless viewing experience for your audience.
- **Support:** Our support services offer 24x7 assistance to address any technical issues or inquiries. Our dedicated team is committed to resolving problems swiftly and effectively, ensuring a consistent, high-quality viewing experience for your audience.



CONCLUSION

OTTaaS empowers the media industry to deliver high-quality content seamlessly across multiple devices, reaching audience everywhere. By partnering with a trusted specialized provider like Globecast, organizations can reduce costs and simplify operations.

Leveraging Globecast's expertise and innovative solutions allows clients to focus on their core business priorities, enhance viewer engagement, and maintain a competitive edge in the rapidly evolving OTT market.

- To learn more, visit: www.globecast.com <https://www.globecast.com/>

Taking content further