ir.deto

Datasheet

www.irdeto.com

VOD2Live

Spin up live channels from VOD catalog

In the video entertainment industry, there is no doubt that "content is king". In the race to build a deep catalog, streaming services are spending heavily on content acquisition and production. However, not unlike a book library, much of the content in your VOD library sits on the shelf seldom read. Is there a way to make better use of your content assets?

A growing trend in streaming services is the emergence of live TV channels alongside on-demand content. Obviously, there are times when consumers just want to relax, tuning to a good channel and having a lean-back experience. Is there a way to increase revenue from your under-utilised VOD assets?
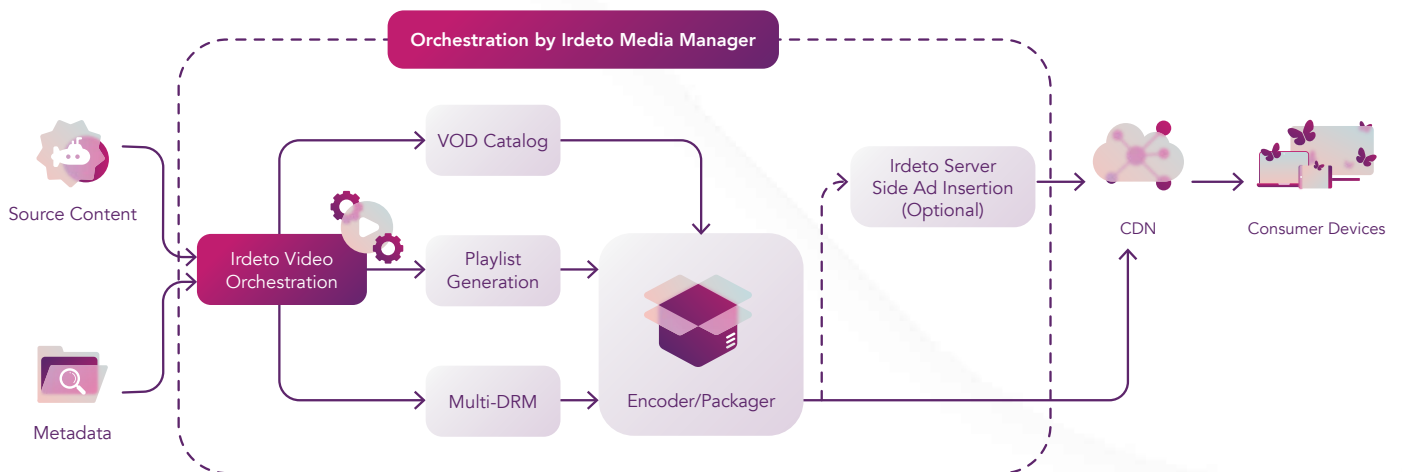
IRDETO VOD2LIVE SOLUTION

Benefits

- Maximize revenue
- Spin up live channels quickly
- Lower infrastructure costs on encoding/storage
- Pre-integrated with Unified Streaming for fast launch

Features

- Generate live channel playlists from VOD assets using the customizable UI
- Support EPG data, SCTE-35 markers, and other descriptive metadata
- Support origin-based and encoder-based packagers
- Multi-DRM protection via Irdeto Control or other DRM service providers
- (Optional) integration with Irdeto Server-Side Ad Insertion to monetize your new live channels

How it works

Pre-integrated with Unified Streaming and Irdeto Multi-DRM.

IRDETO VIDEO ORCHESTRATION PLATFORM POWERED BY IRDETO MEDIA MANAGER

- Streamline your workflows and manage business complexities
- Adapt to your internal processes and desired workflows
- Can be deployed in the cloud, on premises, or using a hybrid model

Interested to know more? Contact us!

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto's greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto's success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.