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Protect. Renew. Empower.

BITMOVIN

Irdeto and Bitmovin: Building the blueprint for superior streaming



Irdeto and Bitmovin have partnered to deliver an integrated, future-ready video delivery solution designed to meet the evolving needs of today's content providers. Irdeto Experience stands at the core of the solution, a comprehensive streaming aggregation platform that enables premium video delivery with operational efficiency, robust content security and flexible monetization capabilities.

Complementing this, Irdeto brings its expertise as an experienced system integrator in the video entertainment industry, ensuring seamless deployment and interoperability across complex video-technology ecosystems. Through Irdeto's partnership ecosystem, Bitmovin enhances Irdeto Experience with its high-performance player and real-time Observability enabling flawless playback and real-time visibility across all devices.

Together, the joint solution enables content providers to accelerate digital transformation, deliver exceptional viewer experiences and unlock new revenue streams.

1. Unified experience across all screens

Deliver consistent, high-quality and personalized viewing on every device with seamless user experience and interfacing and reliable playback performance.

2. Flexible monetization and ad workflows

Maximize revenue with advanced ad technology and ad metrics. Maintain smooth playback to reduce subscriber churn.

3. Operational excellence and real-time optimization

Simplify backend operations, reduce Total Cost of Ownership (TCO) and gain real-time visibility into performance through observability and Artificial Intelligence (AI) -powered diagnostics.



WHAT CHALLENGES DO THE MEDIA AND ENTERTAINMENT INDUSTRY FACE TODAY?

What challenges do the media and entertainment industry face today?

The media and entertainment industry is undergoing rapid transformation as audiences shift to digital platforms and demand more personalized, high-quality experiences.

While Over-The-Top (OTT) platforms scale across devices, pay-TV operators modernize legacy systems, broadcasters blend linear and on-demand content and sports rights holders deliver immersive live events, all face a shared challenge: Delivering seamless, secure and scalable streaming experiences in an increasingly complex environment. Rising operational costs, fragmented technology stacks and evolving viewer expectations are redefining success. To thrive in this environment, providers must overcome a shared set of challenges that impact performance, profitability and audience loyalty:



1. Escalating cost pressures

According to the latest [Bitmovin Video Developer Report](#), 38% of providers cite “controlling cost” as a primary challenge. An almost 19% increase year-over-year. Fragmented systems, complex vendor landscapes and inefficient workflows increase operational expenses and slow innovation.



2. Inconsistent playback and viewer frustration

For broadcasters and sports rights holders, delivering a consistent, high-quality experience across live and on-demand content is critical. Yet streaming latency, buffering and poor video quality continue to erode viewer trust. [A 1% increase in buffering can reduce engagement by over 3 minutes in a 90-minute session, directly impacting retention and revenue.](#)



3. Limited observability and optimization

OTT platforms and hybrid service providers often lack real-time visibility into playback performance, advertising and user behavior, limiting their ability to resolve issues quickly, adapt ad campaigns or personalize experiences. [This leads users to frequently abandon sessions when quality drops due to buffering or resolution issues resulting in lost advertising revenue and increased churn.](#)



4. Fragmented technology ecosystems

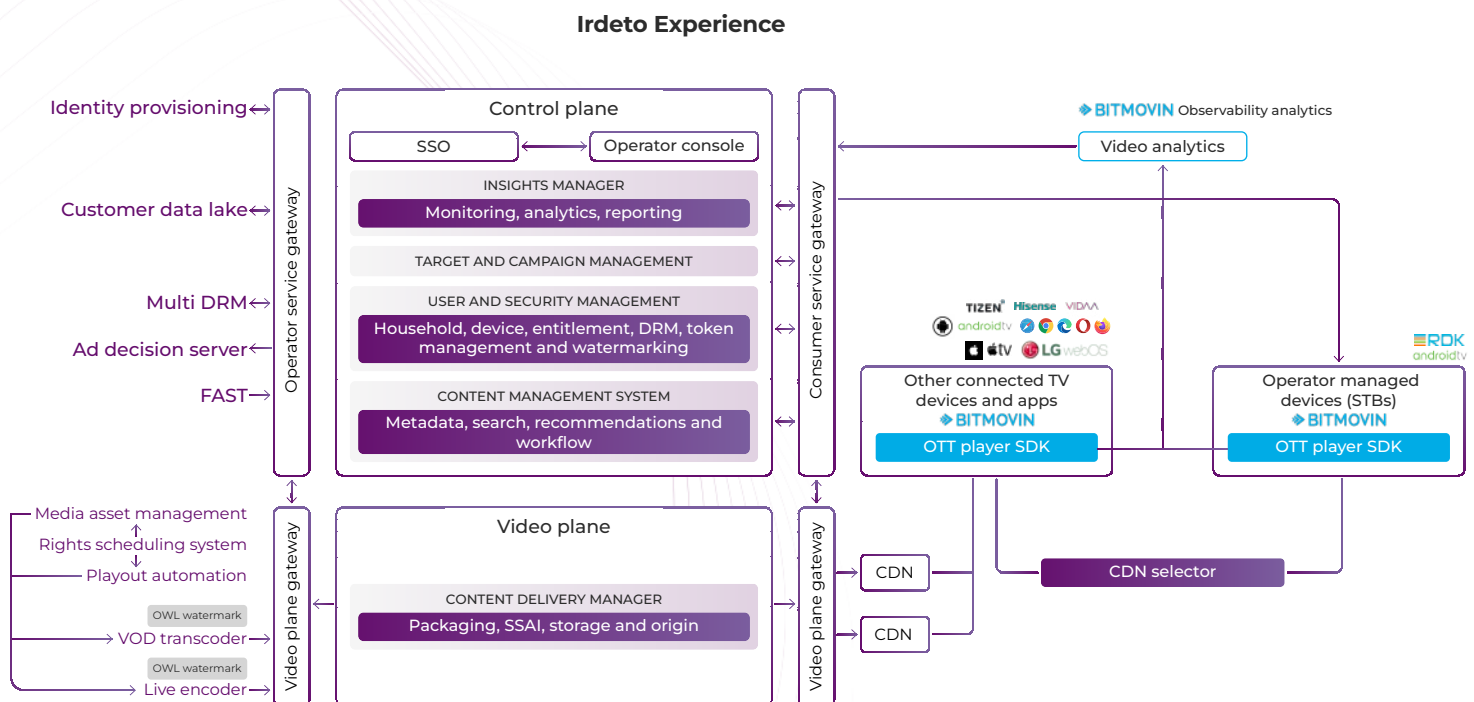
Many providers operate across multiple platforms, vendors and delivery models such as broadcast, OTT, live and hybrid. This fragmentation increases complexity, delays launch and makes it difficult to deliver a unified, high-quality experience across screens. Sports rights holders, in particular, face challenges in scaling live event delivery while maintaining performance and security.

HOW DO IRDETO AND BITMOVIN COME TOGETHER AS PART OF IRDETO EXPERIENCE?

Building on a shared commitment to innovation and excellence in video delivery, Irdeto and Bitmovin have come together to offer a fully integrated streaming solution tailored for the demands of today's content providers. At the core of this collaboration is Irdeto Experience, a comprehensive streaming aggregation platform that enables operators to deliver premium video services with operational efficiency, advanced content protection and flexible monetization capabilities.

As the system integrator, Irdeto ensures seamless integration across the technology stack, streamlining deployment and reducing complexity. Bitmovin strengthens the solution with its high-performance player technology, delivering exceptional playback across a wide range of devices and real-time observability analytics that provide deep insights into user behavior, advertising and streaming performance.

This joint solution empowers OTT platforms, pay-TV operators, broadcasters and sports rights holders to accelerate digital transformation, enhance viewer experience and unlock new growth opportunities in a competitive media environment.



HOW DOES THE JOINT SOLUTION ENABLE SEAMLESS SERVICE ORCHESTRATION ACROSS THE STREAMING ECOSYSTEM?

Irdeto Experience serves as the foundation of a unified, future-ready streaming platform that simplifies fragmented delivery workflows and accelerates digital transformation. Here are the key capabilities that, together with **Bitmovin's Player and Observability Analytics**, power a seamless streaming experience:



1. Streamlined delivery across all screens

Delivering content across fragmented ecosystems is complex and resource intensive. Irdeto Experience, combined with Bitmovin's cross-platform Player, simplifies this by unifying delivery workflows and device support.

- **Cross-platform player** powering playback across 24+ device platforms, including web, iOS, Android, smart TVs, game consoles, RDK set-top-boxes and connected TV platforms. All tested weekly on physical devices.
- **Unified back-end architecture** for centralized content, device and user management across broadcast, OTT, live and hybrid models.
- **Support for managed and unmanaged ecosystems**, enabling consistent delivery across diverse environments.
- **Modular design** that allows service providers to deploy full-stack or individual components based on operational needs.

For content service providers, this dramatically reduces integration overhead and accelerates time to market. Providers can deliver consistent, high-quality experiences across all screens while simplifying device onboarding and minimizing operational complexity.



2. Intelligent operations and diagnostics

Operational agility requires real-time visibility and proactive issue resolution. Bitmovin's Observability Analytics, embedded within Irdeto Experience, empowers providers with instant alerts, deep diagnostics and intelligent automation.

- **More than 250 real-time session-level quality of experience/quality of service and ad reporting metrics** for granular performance monitoring.
- **Bitmovin's AI session interpreter and model context protocol server** for automated playback diagnostics and optimization.
- **Support for HTML5, third-party and open-source players**, including Amazon IVS, AVPlayer, Roku, ExoPlayer, Shaka, HLS.js, Video.js and Dash.js.
- **Advanced advertising analytics** for campaign performance, viewer engagement and operational insights.

For content service providers, these capabilities reduce support costs, improve viewer retention and enable smarter content and monetization strategies. Providers gain the tools to proactively manage quality and personalize experiences at scale.



3. Secure, scalable and cost-effective infrastructure

Irdeto Experience is designed to support long-term growth and adaptability, combining robust security, flexible architecture and deep partner integrations to future-proof operations. This foundation enables content service providers to innovate confidently while maintaining control over cost, risk and performance.

- **End-to-end system integration** with optimized partner engagement across the content delivery chain, reducing fragmentation and accelerating deployment.
- **Trusted monetization partner** through advanced ad insertion technologies, including client-side ad insertion, server-side ad insertion, server-guided ad insertion and client-side playlist manipulation.
- **Scalable architecture** that supports diverse business models including subscription and advertising video on demand, free ad supported TV, video on demand to live and regional expansion.
- **Modular deployment and workflow automation** to reduce TCO and accelerate time-to-market.



LET'S LEAD THE FUTURE OF STREAMING TOGETHER

Irdeto Experience, enhanced by **Bitmovin's Player and Observability for video playback**, offers content service providers a trusted foundation to modernize, monetize and grow with confidence. Whether scaling digital-first services or transforming legacy infrastructure, this integrated solution helps content providers get ready for today's demands and tomorrow's opportunities.

Unlock the power of Irdeto Experience.

Boost engagement, drive growth
and streamline operations.



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About Irdeto

Irdeto is the world leader in digital platform security, offering solutions and services that enable customers to protect their revenue, create new offerings and fight cybercrime effectively. With more than 50 years of experience, Irdeto is the leading solutions and services provider for content, video broadcast and streaming services, partnering with movie studios, sports rights holders, and OTT and broadcast operators across the content value chain. With a unique pay-TV operator heritage, Irdeto is the preferred partner to empower a secure world where people can connect with confidence.

For more information, please visit [Irdeto](#).

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