

Live to Video on Demand (Live2VOD)



Transform live streams into engaging
VOD experiences

Live streams are a cornerstone of OTT services, offering unique content experiences. However, viewers increasingly seek flexibility in consuming live content, whether catching up on missed broadcasts or accessing on-demand versions. This shift towards Live-to-VOD not only enhances viewer engagement but also unlocks new monetization opportunities.

Ensuring fast and reliable Live-to-VOD conversion processes, alongside accurate metadata management, is crucial for delivering a premium user experience and maintaining viewer engagement levels.

The combined solution of Irdeto Live2VOD and Media Distillery's innovative features offers a comprehensive approach to enhancing the OTT experience.



IRDETO LIVE2VOD SOLUTION

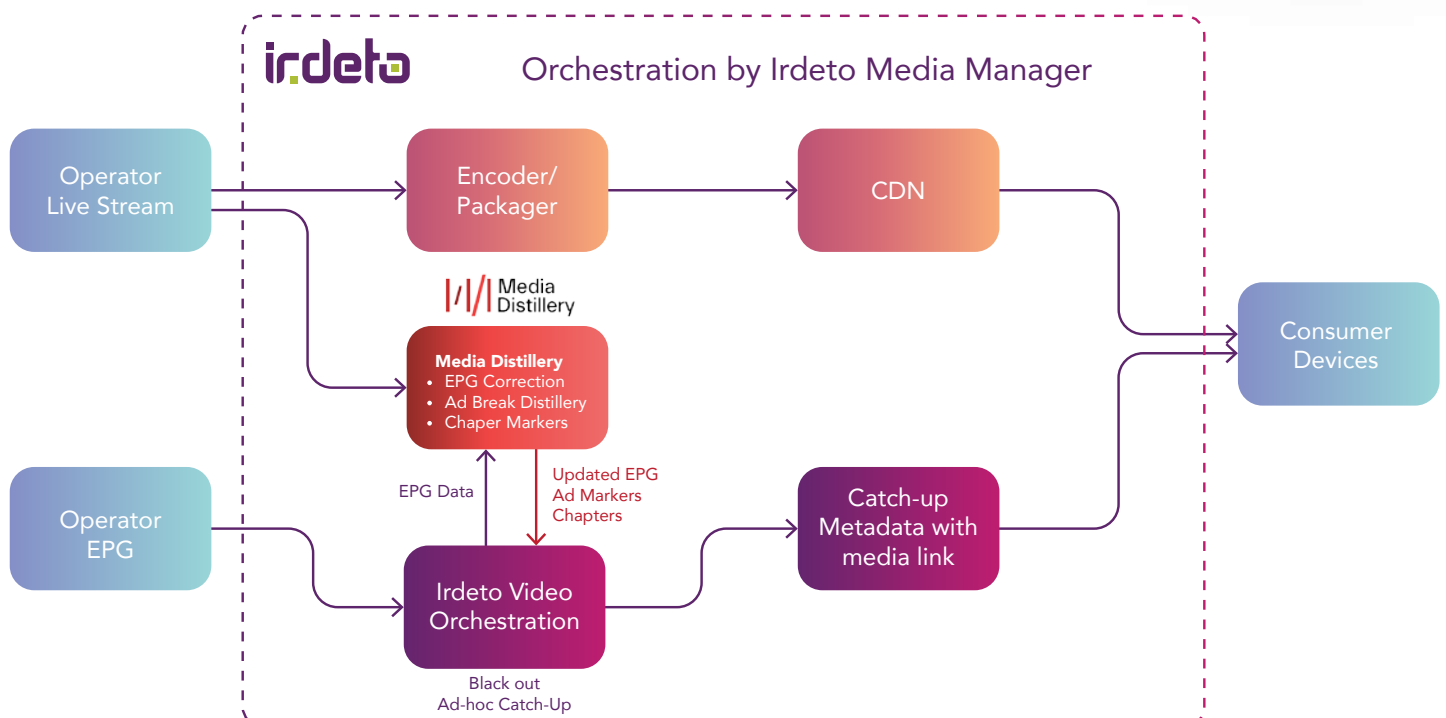
Irdeto Live2VOD offers instant VOD asset availability, enhanced discovery with EPG data, seamless integration, automated VOD generation, customizable UI, streamlined metadata management, and efficient updates. Transforming live streams into engaging on-demand experiences, Live2VOD maximizes viewer satisfaction and engagement.

MEDIA DISTILLERY SOLUTIONS INTEGRATION

With Media Distillery's solutions seamlessly integrated, operators can enhance the value of the Irdeto solution by optimizing content delivery, improving user experience, and driving viewer engagement across their platforms.

Media Distillery's solutions integration offers a comprehensive suite of features:

- **EPG Correction™:** Seamlessly corrects the disparity between scheduled and actual air times of TV programs, providing VoD-like experiences for catch-up and replay.
- **Ad Break Distillery:** Identifies ad break times, facilitating ad skipping, insertion, or replacement in the catch-up environment for enhanced user engagement.
- **Chapter Markers:** Enables easy navigation through video content, increasing user satisfaction and interaction.
- **Topic Distillery™:** Enhances content discoverability by analyzing non-scripted live content, enabling topic-based discovery and playback, thereby boosting viewer engagement and platform stickiness.



SOLUTION CAPABILITIES AND BENEFITS

Enhanced Viewer Experience:

- VOD assets are readily available with seamless EPG correction, ensuring accurate scheduling and content availability.
- Easy navigation through content using chapter markers enhances user engagement and satisfaction.
- Topic-based discovery offers personalized content recommendations, increasing viewer satisfaction and viewing time.

Streamlined Operations:

- Automated VOD generation streamlines workflow and reduces manual effort, optimizing content delivery.
- Real-time correction of EPG data ensures accurate scheduling, enhancing the reliability of the viewing experience.

Collaborative Advantage:

- Irdeto and Media Distillery offer a powerful combination of expertise and technology to elevate OTT services.
- Leveraging Media Distillery's advanced features enhances the capabilities of Irdeto Live2VOD, providing a holistic solution for operators.

KEY CONSIDERATIONS

- **Speed and Reliability:** Fast and reliable Live-to-VOD conversion processes ensure timely availability of VOD assets.
- **Metadata Enrichment:** Accurate and comprehensive metadata enrichment improves content discovery and recommendation effectiveness.
- **Seamless Integration:** Integration with existing broadcast infrastructure and CDNs ensures a smooth Live-to-VOD workflow.
- **Personalization and Recommendation:** Leveraging viewer data enables personalized VOD offerings and recommendations, driving user engagement.
- **Rights Management:** Proper rights management ensures legal compliance when converting live content into VOD assets.
- **Scalability and Flexibility:** Scalable solutions, such as cloud-based architectures, adapt to changing viewer demand levels.

IRDETO EXPERIENCE SOLUTIONS

Live2VOD is an integral component of the Irdeto Experience solution suite, designed to enhance the viewer experience and foster deeper engagement. Irdeto Experience is a comprehensive streaming aggregation platform that simplifies content consumption by integrating offerings from various sources into a unified interface. Tailored for pay TV, telco, and streaming operators, Irdeto Experience optimizes your operations, secures your revenue streams, and drives sustainable growth while delivering unmatched user experiences to your subscribers. As part of this suite, Live2VOD enriches the platform by offering instant VOD availability, catch-up TV, Replay and Cloud DVR capabilities, thereby contributing to the overall success of your video services.

**For more information on how our consolidated solution can benefit your OTT service,
[please contact Irdeto.](#)**