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# Built for what's next: The future-ready video experience

Delivering a unified, secure  
and engaging platform for  
digital-first audiences

## EXECUTIVE SUMMARY

In a competitive and rapidly evolving media landscape, content service providers such as broadcasters, pay-TV operators, Over-the-Top (OTT) platforms and sports rights holders face increasing pressure to deliver seamless, engaging and monetizable viewing experiences across a fragmented ecosystem of devices and platforms.

Irdeto, a global leader in digital platform security and video technology, acts as the system integrator, offering a comprehensive video streaming platform, Irdeto Experience, which unifies content delivery, monetization and device management. In collaboration with To The New, one of Irdeto's leading User Experience (UX) and experience management partners, the platform delivers an end-to-end solution that helps providers streamline operations, drive innovation and deliver consistent, branded experiences across all screens.

This unified experience enables content service providers to scale their platforms, protect their assets and engage audiences like never before.



### Scalability

Seamlessly expand across platforms and geographies with a future-ready architecture



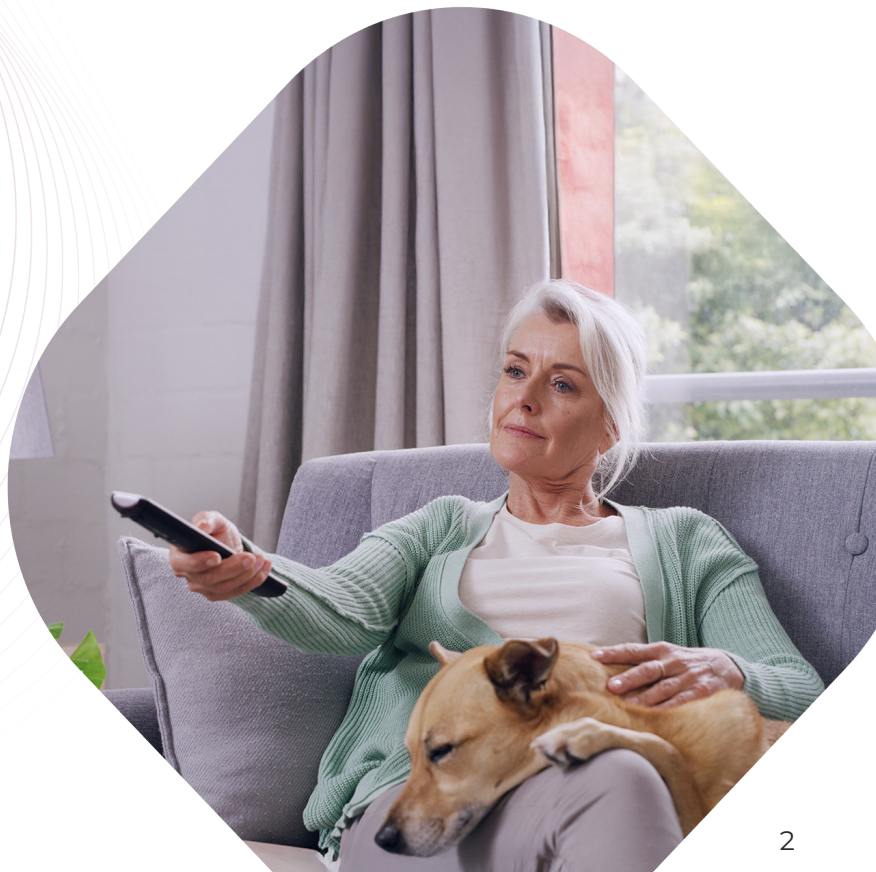
### Security

Protect premium content and user data with industry-leading digital security



### Engagement

Deliver consistent, high-quality user experiences that build loyalty and drive revenue



# WHAT'S SHAPING THE FUTURE OF VIDEO: KEY SHIFTS AND STRATEGIC HURDLES

As the global video streaming market size is projected to grow from USD \$811.37 billion in 2025 to USD \$2,660.88 billion by 2032, exhibiting a CAGR of 18.5% during the forecast period, according to [Fortune Business Insights](#), content service providers are navigating a fast-changing environment shaped by shifting consumer expectations and technological disruption. Three key themes define both the opportunities and challenges ahead:



## UNIFIED EXPERIENCE AND SUPER AGGREGATION

As streaming options proliferate, consumers increasingly expect seamless access across live TV, on-demand libraries and third-party apps. This demand for super aggregation is prompting providers to unify fragmented services across devices. With market saturation deepening, there is a [rising trend toward bundling](#) highlights a rising trend toward bundling and consolidation to simplify access and alleviate subscription fatigue.

This shift toward cable-like aggregation requires content service providers to rethink distribution strategies, forge strategic partnerships and invest in platform interoperability to maintain a competitive edge.



## HYBRID MONETIZATION STRATEGIES

Consumer openness to ad-supported models [reflects a shift toward](#) value-driven viewing preferences. In response, platforms are adopting hybrid monetization strategies that combine subscription, advertising and transactional models.

While these approaches expand revenue potential, they also introduce complexity in rights management, ad delivery and audience segmentation.

To stay competitive, content service providers need monetization infrastructure that is scalable, flexible across formats and capable of delivering seamless user experiences across tiers and devices.



## PERSONALIZATION AND CONTENT DISCOVERY

Gen Z and Millennials, among the [most active consumers](#) of digital media, consistently gravitate toward platforms that surface relevant, personalized content experiences. AI-powered recommendation engines and seamless content discovery are no longer differentiators – they are foundational expectations. Delivering consistent, cross-device personalization at scale requires sophisticated real-time data orchestration, context-aware UX frameworks and continuous optimization, making personalization not only technically complex but also strategically indispensable for user engagement and retention.

For content service providers, staying relevant, differentiated and deeply engaging in today's dynamic media landscape requires more than just scalable streaming infrastructure. It calls for a flexible, data-centric architecture capable of delivering dynamic and personalized user experiences, supporting real-time insights to guide strategic decisions and enabling adaptive monetization models that respond to the diverse and rapidly evolving preferences of modern consumers.



# UNIFIED EXPERIENCE: THE INTEGRATED POWER OF IRDETO EXPERIENCE

Irdeto Experience is more than a video streaming platform – it's a fully integrated solution designed to address the evolving needs of content service providers. At its core, the platform combines advanced UX, application management and experience orchestration capabilities to deliver a seamless, end-to-end user experience.

By unifying fragmented ecosystems and streamlining operations, Irdeto Experience enables providers to deliver consistent, branded experiences across all devices. Whether managing live broadcasts, video on demand libraries or OTT services, the platform simplifies content delivery, enhances viewer engagement and unlocks new monetization opportunities.

Leveraging Irdeto's expertise in system integration alongside cutting-edge UX and experience management, the platform offers a scalable, secure and customizable solution, empowering content service providers to thrive in today's fast-evolving digital media landscape.

## UNLOCK THE POWER OF IRDETO EXPERIENCE

### Unified experience



Seamless experience across devices through personalized discovery and super aggregation

### Monetization



Innovative, flexible and data-driven business models, boosting revenue growth

### Operational efficiency



Modernize faster, innovate quicker and reduce OPEX

Modular

Flexible

Reliable

Scalable

Customizable

## CHOOSING THE RIGHT UX PARTNER

Irdeto Experience benefits from a strategic collaboration with [To The New](#), a trusted partner within Irdeto's technology ecosystem. [To The New](#)'s expertise in UX design, application development and experience management enhances Irdeto's ability to maintain a consistent, scalable user experience across an increasingly diverse and complex device environment.

By integrating To The New's specialized capabilities, Irdeto enhances dynamic customization, intuitive navigation, and brand consistency thus reinforcing its leadership in delivering a unified, seamless video experience that meets the evolving demands of digital-first audiences.

# UNIFIED, SCALABLE, INTELLIGENT: WHAT SETS THIS SOLUTION APART

Irdeto Experience delivers a unified, scalable and intelligent platform that elevates user experience by leveraging the specialized capabilities of trusted partners within its ecosystem. This collaboration enables content service providers to offer seamless, personalized and consistent experiences across an increasingly diverse and complex device landscape.

## 1. Enhanced consumer experience

At its core, the solution enables compelling, branded and highly personalized user experiences across all devices and platforms. Irdeto Experience tightly integrates front-end and UX layers with its orchestration framework, allowing dynamic customization and intuitive navigation that drive viewer engagement and loyalty.

- **Cross-platform front-end applications** supporting mobile, web, smart TVs and set-top boxes
- **Modular, component-based UX** design for rapid user interface updates and maximum reusability
- **Experience Manager** delivering real-time customization of app elements including logos, backgrounds, content rails, menus, and static informational pages
- **Dynamic metadata ingestion and automated workflows** enabling auto-generated rails and rich electronic program guide management
- **Role-based access control and detailed audit trails** ensuring secure, compliant operations
- **Plug-and-play integrations** with third-party systems for subscriptions, advertising and analytics
- **Machine learning-powered recommendation engine** that adapts to user behavior to boost engagement
- **Native apps and media players optimized** for consistent performance across diverse device types
- **Image management system** enabling dynamic adaptation of visuals based on device capabilities
- **Consistent branding and navigation** across managed and unmanaged ecosystems

These capabilities empower providers to maintain brand consistency, simplify content discovery and deliver a premium viewing experience regardless of platform.



## 2. Streamlined backend operations

Irdeto Experience's robust backend architecture simplifies content management, device orchestration and system integration. It is designed for resilience, scalability and agility.

- **Microservices architecture** enabling modular scalability and fault isolation
- **Self-healing applications** ensuring high availability and zero downtime
- **Docker containerization** for efficient resource utilization and streamlined deployment
- **Flexible integration framework** supporting multiple protocols and PULL/PUSH data flows
- **Configurable partner onboarding** minimizing development effort
- **Automated operational workflows** with manual override options
- **Automatic scaling** to maintain performance under varying loads
- **Seamless integration** with leading marketing, analytics, notification and advertising platforms
- **Monetization-as-a-service** supporting innovative OTT revenue models
- **Advanced ad tech** with client-side personalization, monetization and ad insertion as well as server-side and server-guided ad insertion

This foundation reduces operational complexity, lowers total cost of ownership and accelerates time-to-market for new features and services.

## 3. From backend to frontend: A unified streaming solution

By seamlessly connecting backend orchestration with front-end engagement, Irdeto Experience delivers a modular, integrated platform. Leveraging trusted ecosystem partners, the solution combines a secure, scalable foundation with agile, innovative user interface management.

This cohesive approach enables content providers to focus on delivering exceptional content and immersive experiences securely, efficiently and at scale in a rapidly evolving digital media landscape.



# CONCLUSION

For content service providers, the future of video hinges on delivering a unified, secure and engaging experience that meets the evolving expectations of today's digital-first audiences. Irdeto Experience ensures seamless orchestration, operational efficiency and secure content delivery across the entire video ecosystem. Its integrated UX and experience management capabilities empower providers to craft compelling, branded experiences that foster engagement and loyalty.

Together with our strategic partners, we deliver a **unified experience** that:

- Simplifies complexity
- Accelerates innovation
- Maximizes revenue
- Drives exceptional user satisfaction

## ABOUT IRDETO EXPERIENCE

Irdeto Experience is an end-to-end modular video streaming platform that allows content service providers complete control over how content is delivered, discovered and monetized. Irdeto Experience enables them to create a seamless user experience across devices, boost revenue through flexible ad and subscription models and streamline operations to reduce time-to-market and complexity. It's secure, scalable and ready for the future.



## Unlock the power of Irdeto Experience

**Boost engagement, drive growth and streamline operations.**

[Contact us](#)

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