



Protect. Renew. Empower.

SOLUTION OVERVIEW

# Irdeto Experience

Video Streaming Aggregation Platform

As the demand for diverse content continues to grow, video service providers are challenged to combine the benefits of traditional pay-TV with the flexibility and variety of over-the-top (OTT) services.

Irdeto Experience is a comprehensive platform specifically designed to help video providers efficiently deliver content across all types of formats. Whether your content is broadcast TV, online streaming (OTT), or a combination of both (hybrid services), Irdeto Experience integrates these different types into a single, unified system making it easier to manage and distribute content.

# Key Benefits

## STREAMLINED OPERATIONS

- Unified video streaming back-end
- Reduced fragmentation and optimized vendors
- Shared roadmaps to maximize resource utilization
- Fast-tracked deployments using industry proven solutions



## ENRICHED VIDEO OFFERINGS

- Refreshed and modern UX/UI across devices
- Super-aggregation with all major apps supported
- Unified search and discovery
- Editorial and personalized recommendations

## ENHANCED SECURITY

- 360 content protection and operational integrity
- Support managed and unmanaged devices
- Security certification for onboarding all apps
- Effective piracy monitoring and enforcement





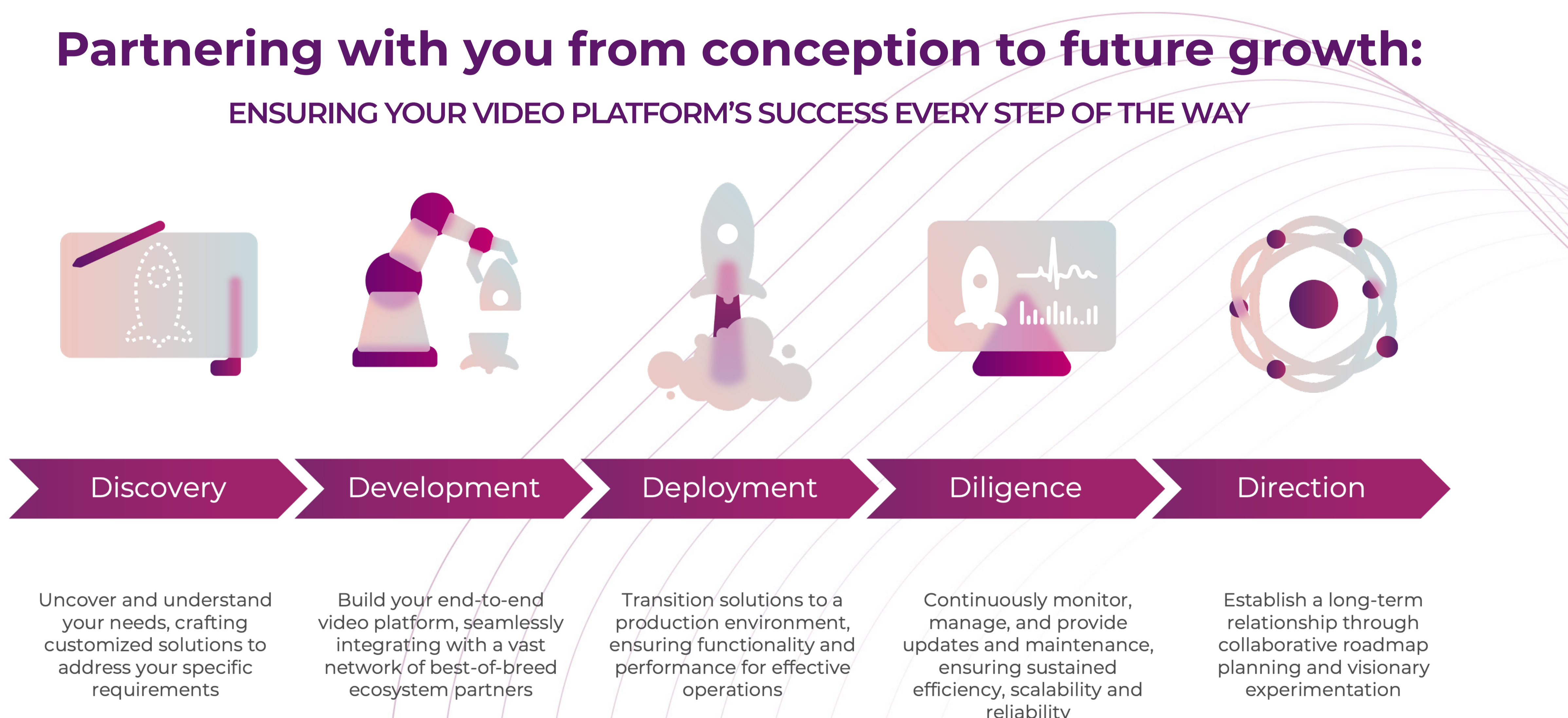
## Adapt and Thrive:

### IRDETO EXPERIENCE CAN BE TAILORED FOR YOUR UNIQUE VIDEO DELIVERY NEEDS

There is no one-size-fits-all solution in the video delivery industry, which is why Irdeto Experience is designed to address your specific needs today and in the future. It integrates custom-tailored solutions with off-the-shelf components, offering a flexible platform that adapts to both managed and unmanaged ecosystems. By combining Irdeto's advanced solutions with best-of-breed partners, Irdeto Experience ensures you receive the most effective and comprehensive solution available, enhancing your ability to manage diverse content delivery and meet evolving demands.

## Partnering with you from conception to future growth:

### ENSURING YOUR VIDEO PLATFORM'S SUCCESS EVERY STEP OF THE WAY

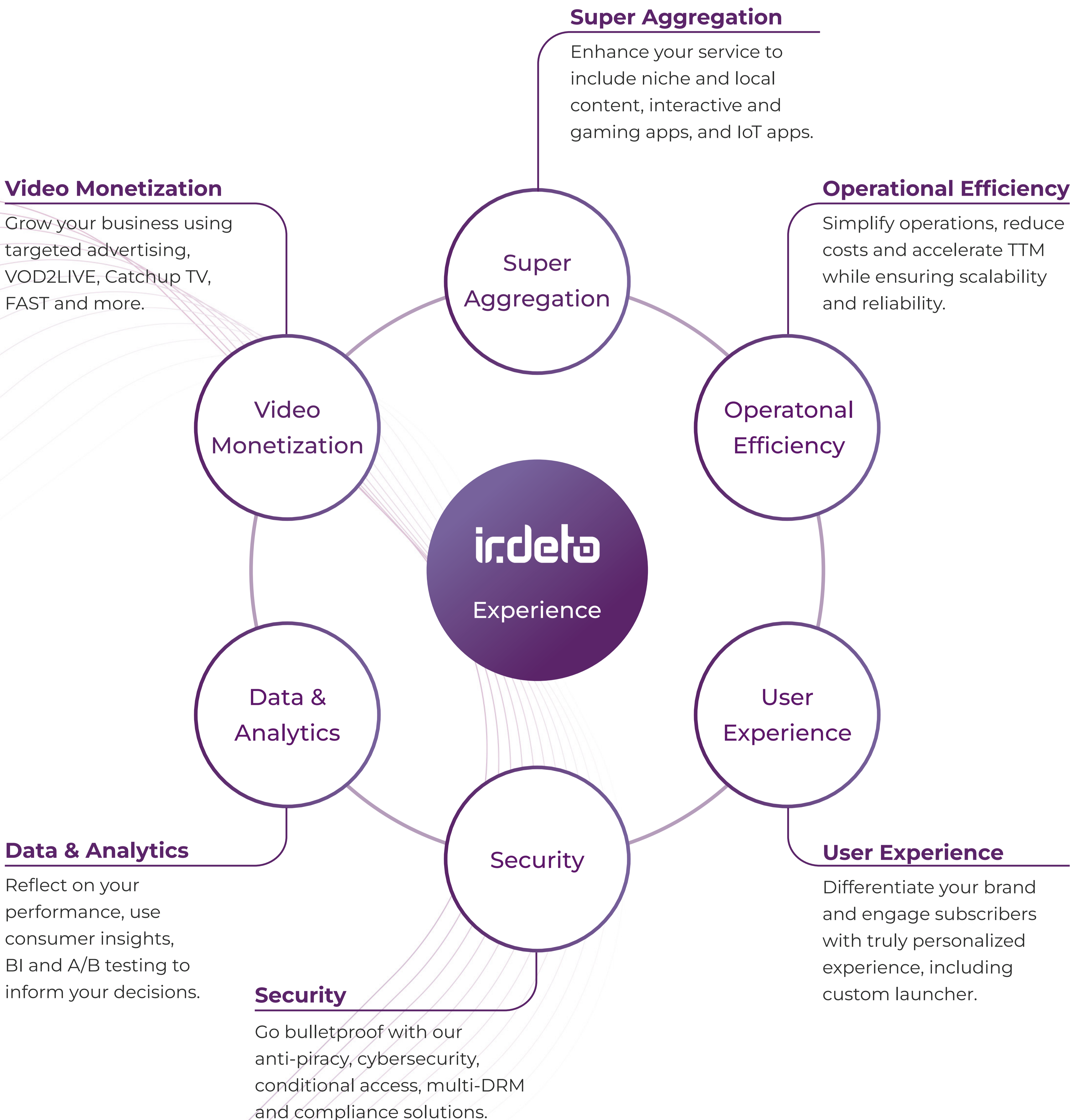


# Streamline Operations and Reduce Costs:

## A UNIFIED PLATFORM FOR BROADCAST, OTT, AND HYBRID SYSTEMS

Irdeto Experience boosts operational efficiency by merging Broadcast, OTT, and Hybrid systems into one converged platform. This reduces costs, speeds up time to market, and simplifies operations, enabling seamless content delivery and growth.

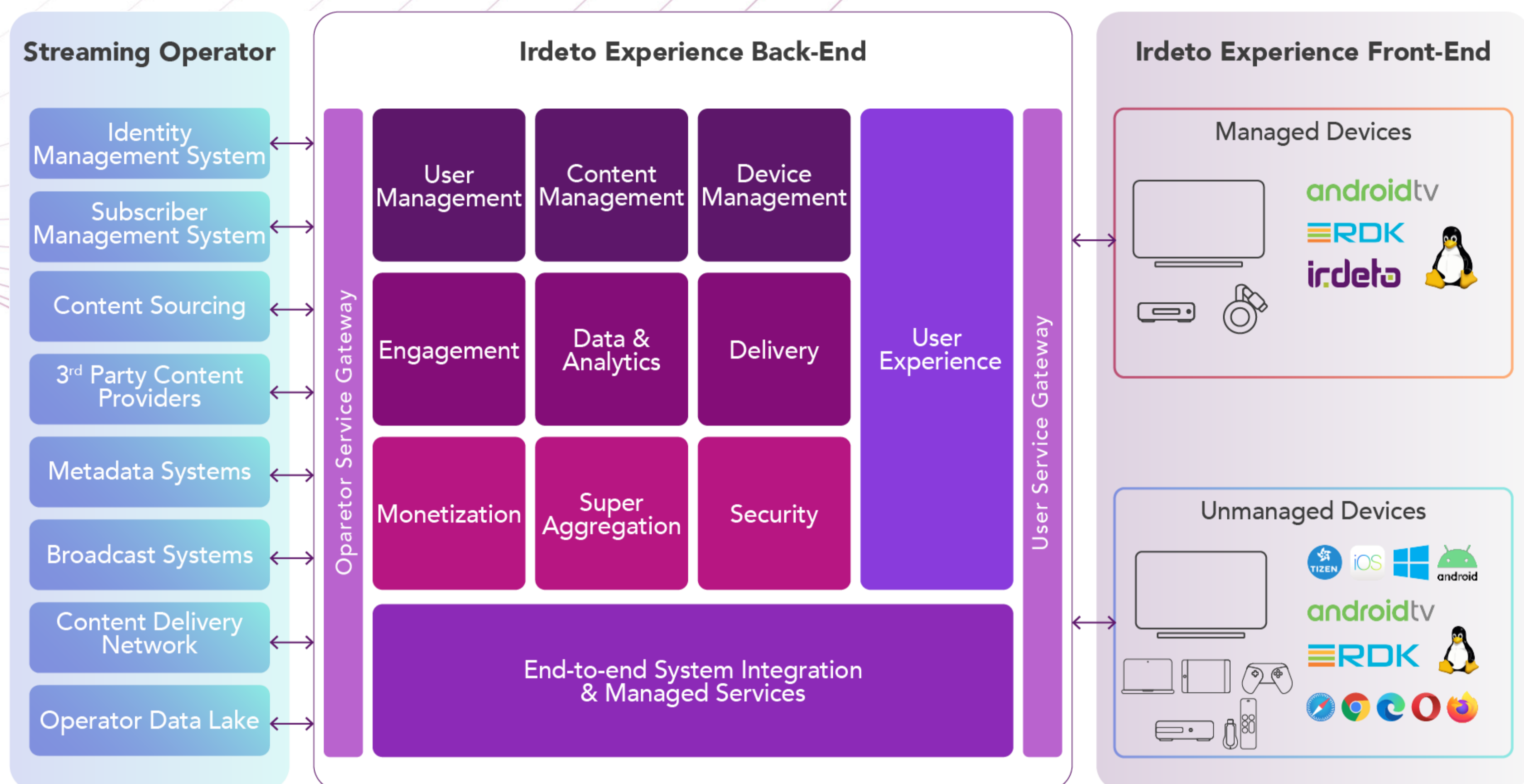
Irdeto Experience empowers your video platform for success across six essential areas that drive performance and growth.



# Irdeto Experience end-to-end solutions portfolio:

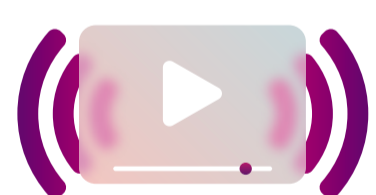
## OPTIMIZED OPERATIONS AND A UNIFIED VIEWING EXPERIENCE

Irdeto Experience offers a comprehensive end-to-end solutions portfolio designed to optimize operations and deliver a seamless, unified viewing experience across streaming, broadcast, and hybrid platforms. Whether you need a complete platform or specific modules, we provide the flexibility to tailor our offerings to your needs. From controlling access and enhancing content delivery to monetizing and expanding your platform, our solutions are built to scale, reducing both costs and time to market. With Irdeto Experience, you can achieve your goals efficiently, whether you choose the full suite or select individual solutions.



## Featured Modules:

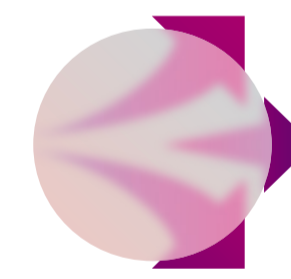
REACH OUT TO US TO DISCOVER MORE ABOUT EACH ONE AND HOW THEY CAN BENEFIT YOUR PLATFORM



**Reference Video Platform**  
OTT Stack (Android TV and RDK)  
Broadcast Stack



**Content Management System**  
Operator UI  
Experience Manager



**Workflow Management**  
Workflow engine  
(Prepare, Package, Protect)  
Metadata Aggregation  
Metadata Super Aggregation  
VOD2Live  
Live2VOD (Catchup, VOD, Cloud DVR)



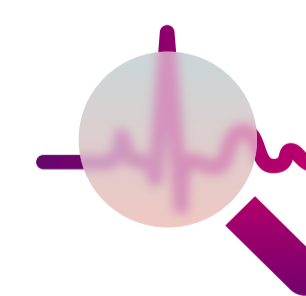
**Managed Launcher UI**  
Android TV Launcher  
RDK Launcher



**API Orchestration**  
Operator Service Gateway  
Consumer Service Gateway



**Advertising**  
Server-Side Ad Insertion  
Connected STB Ad Replacement  
One-Way STB Ad Replacement  
Irdeto Targeted Ad Server



**Data & Analytics**  
insights  
Broadcast Insights  
Apps Control  
Campaigns  
Remote Device Management  
Messaging Management



**Certification**  
Irdeto Certified Secure Experience  
for premium apps and content.

# Case Study:

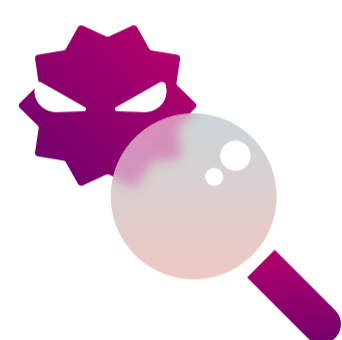
## TRANSFORMING A FRAGMENTED VIDEO ECOSYSTEM INTO A UNIFIED, SCALABLE PLATFORM

Every deployment with Irdeto Experience is uniquely tailored to meet the specific needs of our clients. This case study showcases how we partnered with a customer to deliver a customized solution that optimized their operations, enhanced their viewing experience, and accelerated their growth. Explore how our flexible approach and innovative solutions made a significant impact on their platform.



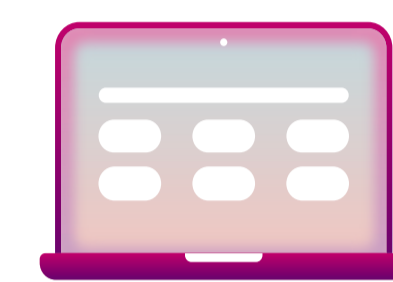
### Profile

- Customer Type: Pay TV Operator
- Distribution:
  - Satellite (Broadcast)
  - OTT
- Users: 11 million (3 years)

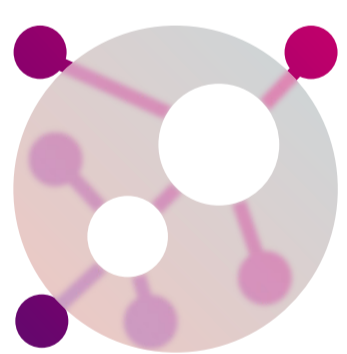
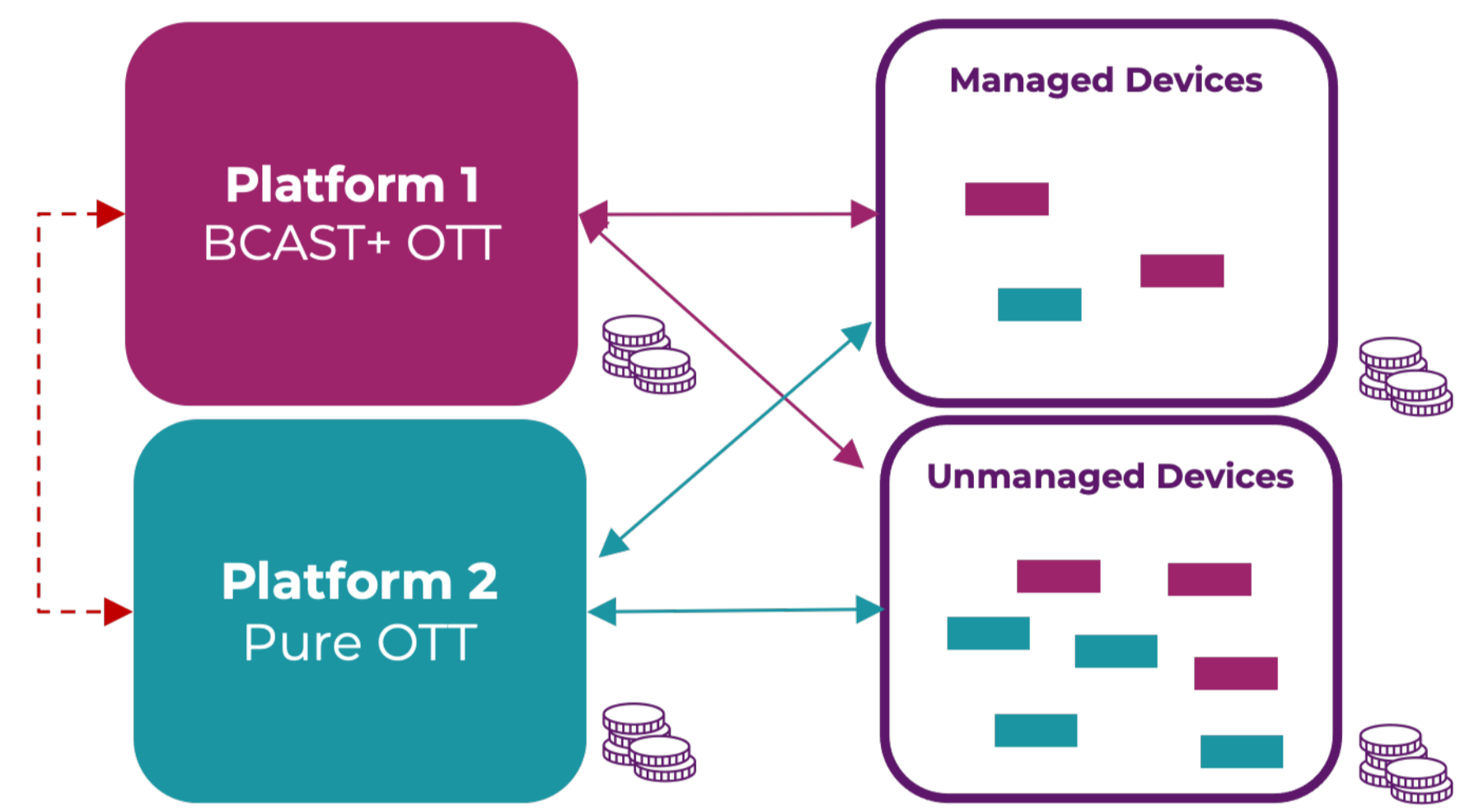


### Challenges

- Multi-platforms
- Multi-vendors
- Fragmentation
- High costs
- Lengthy time to market
- Maintainability
- Support issues



### Previous Platforms



### Solution

- Converged platform
- Advanced features: metadata aggregation and enrichment, security, UI/UX, recommendations, data & analytics, premium and regional apps, advertisement
- End-to-end system integration
- Managed platform services and monitoring

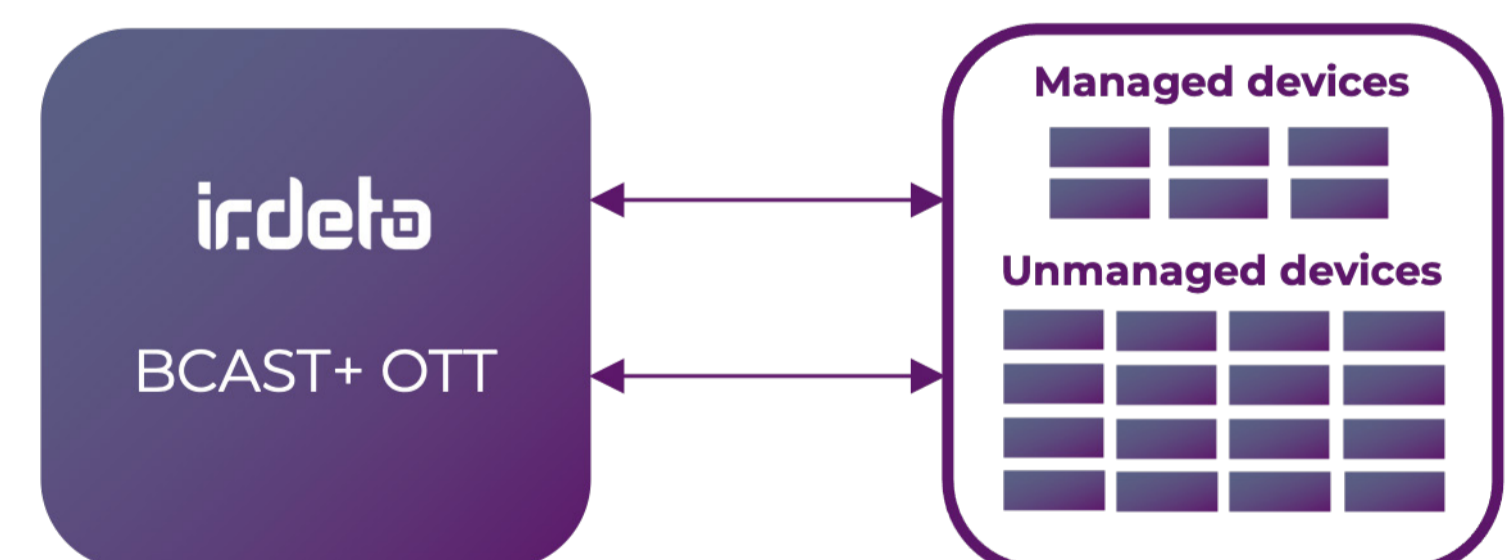



### Implementation

- Deploy new and enhance legacy
- Support managed and unmanaged devices
- Support multiple SoC, OEM's and software platforms (RDK and Android TV)
- Unified platform targeting different markets, delivering scale and high availability. Reduce TCO and TTM



### Irdeto Experience





Discover how Irdeto Experience can transform your video platform. Contact us today to explore tailored solutions that drive your success and deliver a seamless viewing experience. Let's build the future of your platform together.

## Contact Us

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.

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