irdeto

Protect. Renew. Empower.

SOLUTION OVERVIEW

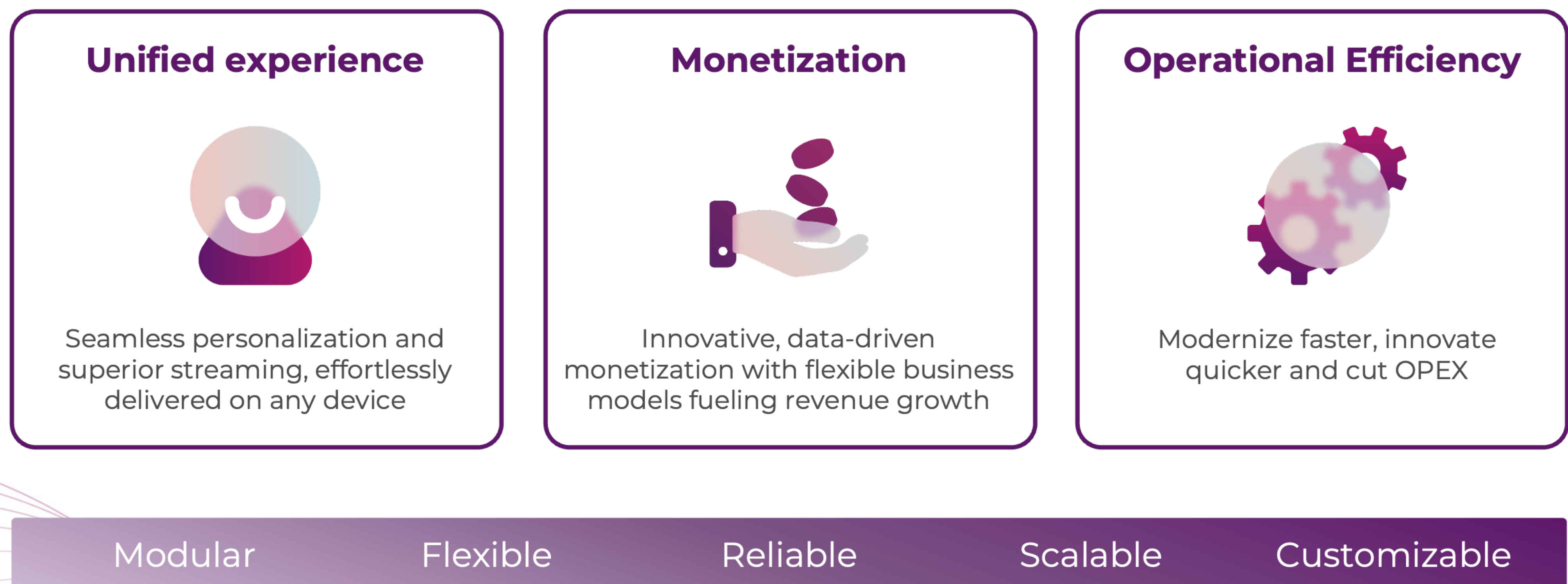# Irdeto Experience

Video streaming aggregation platform

As the demand for diverse content continues to grow, content providers are under increasing pressure to combine the strengths of linear offerings with the flexibility and variety of Over-the-Top (OTT) streaming services.

Irdeto Experience is a video streaming aggregation platform that helps service providers to seamlessly distribute and monetize content across a wide range of devices through an engaging user experience. Irdeto Experience streamlines operations across broadcast, OTT, live and hybrid delivery models, simplifying the complexities of content management and distribution.

Unlock the power of Irdeto Experience

Designed to drive digital transformation, Irdeto Experience converges broadcast, OTT and live content into a single, integrated platform. This unified approach enhances viewer engagement, unlocks new revenue opportunities, streamlines operations and accelerates Time to Market (TTM).

Built for adaptability and long-term success, Irdeto Experience empowers your platform across three strategic pillars:

Unified experience	Monetization	Operational Efficiency
Seamless personalization and superior streaming, effortlessly delivered on any device	Innovative, data-driven monetization with flexible business models fueling revenue growth	Modernize faster, innovate quicker and cut OPEX

Modular **Flexible** **Reliable** **Scalable** **Customizable**

UNIFIED EXPERIENCE

Deliver seamless, personalized User Experience (UX) across all screens, from live channels to Video on Demand (VOD) and OTT streaming. By unifying fragmented ecosystems into a single platform, Irdeto Experience ensures consistent, high-quality viewing and simplifies content discovery. This creates an engaging experience that drives viewer satisfaction and retention.

MONETIZATION

Maximize revenue with flexible business models such as Subscription, Transactional, Advertising, Broadcaster (SVOD, TVOD, AVOD, BVOD), Free Ad-Supported Streaming TV (FAST) and VOD2Live, while supporting the experimentation of innovative monetization strategies. Enable advanced ad technologies, Client Side, Server Side, Sever Guided Ad Insertion (CSAI, SSAI, SGAI) and dynamic promos to reach diverse audiences across platforms. Irdeto Experience leverages advanced analytics for optimized targeting and yield management, alongside flexible subscription, pricing and bundling strategies to capture value at every stage of content consumption.

OPERATIONAL EFFICIENCY

Streamline content management across screens, accelerate TTM and reduce Total Cost of Ownership (TCO) with a unified back end and centralized device management. Irdeto Experience's flexible architecture supports diverse workflow automation and operator-driven super aggregation strategies, ensuring consistent and measurable performance, effective cost control and scalable growth across all content delivery models.

Key benefits

ENRICHED VIDEO OFFERINGS

· Modern and intuitive UX/UI across all devices

· Super-aggregation with all major apps supported

· Unified search for effortless content discovery

· Personalized recommendations that drive engagement

ENHANCED SECURITY

· 360° content protection and operational integrity

· Support managed and unmanaged devices

· Pre-certified security for faster onboarding
  of premium apps

· Proactive piracy monitoring and enforcement

STREAMLINED OPERATIONS

· Simplified and advanced video streaming back-end

· End-to-End (E2E) system integration with optimized partner
  engagement

· Reduced TCO via defined super-aggregation platform

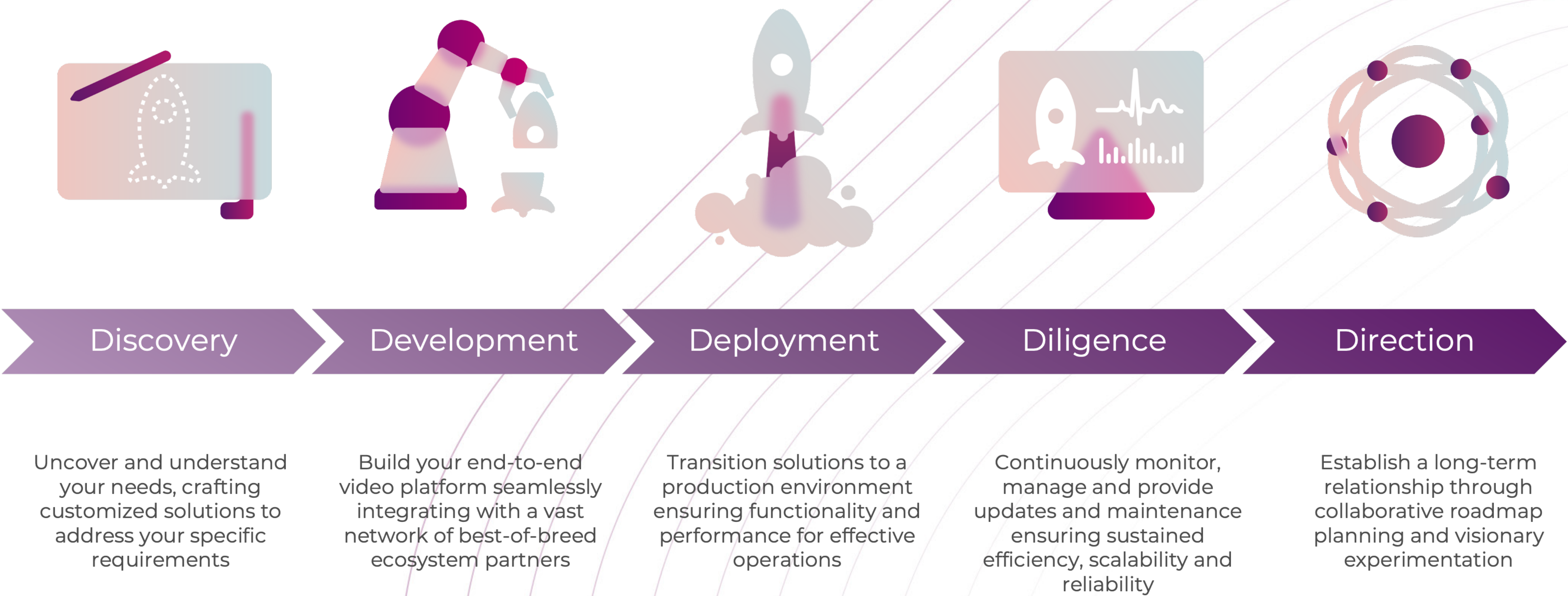· Faster TTM leveraging industry-proven solutions
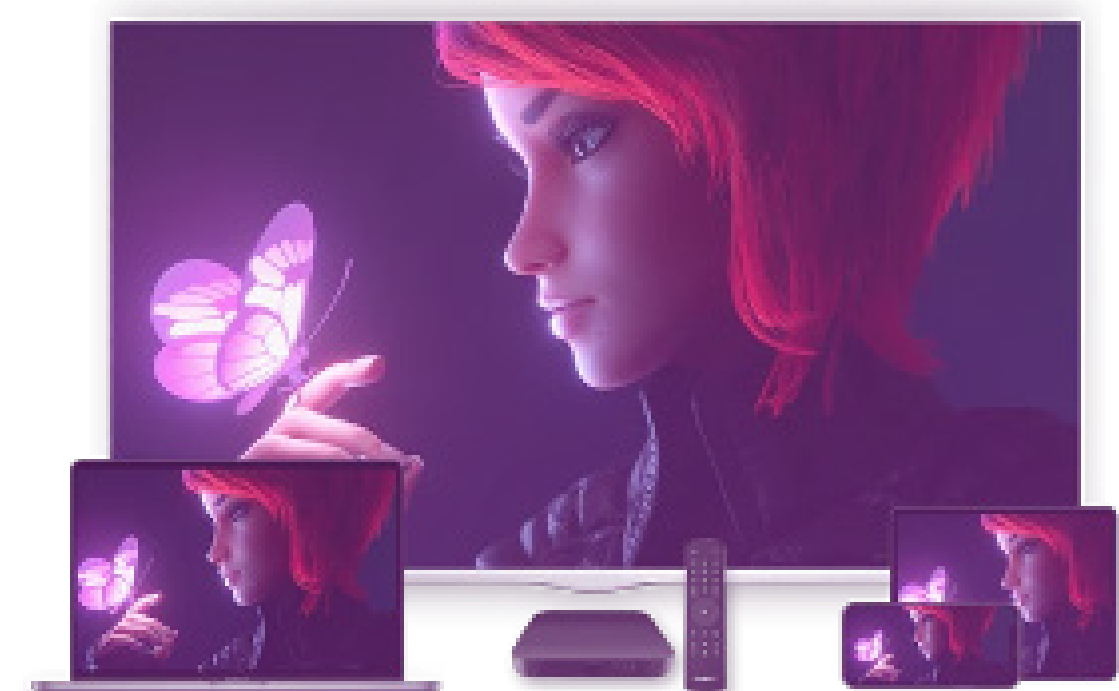
Adapt and thrive

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 was built to meet your specific needs, today and in the future. The platform combines custom-tailored solutions with off-the-shelf components, offering a flexible and scalable architecture that supports both managed and unmanaged ecosystems.

By integrating Irdeto's advanced capabilities with a curated network of certified technology partners, Irdeto Experience delivers a comprehensive and future-proof framework. This strategic approach ensures seamless system integration, aligned with regional strategies and specific technical requirements - empowering digital transformation, accelerating innovation and optimizing content delivery for evolving demands.

Partnering with you from conception to future growth

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

| Discovery	Development	Deployment	Diligence	Direction
Uncover and understand your needs, crafting customized solutions to address your specific requirements	Build your end-to-end video platform seamlessly integrating with a vast network of best-of-breed ecosystem partners	Transition solutions to a production environment ensuring functionality and performance for effective operations	Continuously monitor, manage and provide updates and maintenance ensuring sustained efficiency, scalability and reliability	Establish a long-term relationship through collaborative roadmap planning and visionary experimentation

Irdeto Experience E2E solutions portfolio

## OPTIMIZED OPERATIONS AND A UNIFIED VIEWING EXPERIENCE

Irdeto Experience offers a comprehensive E2E solutions portfolio designed to optimize operations and deliver a seamless, unified viewing experience across streaming, broadcast, live 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 TTM. With Irdeto Experience, you can achieve your goals efficiently, whether you choose the full suite or select individual solutions.
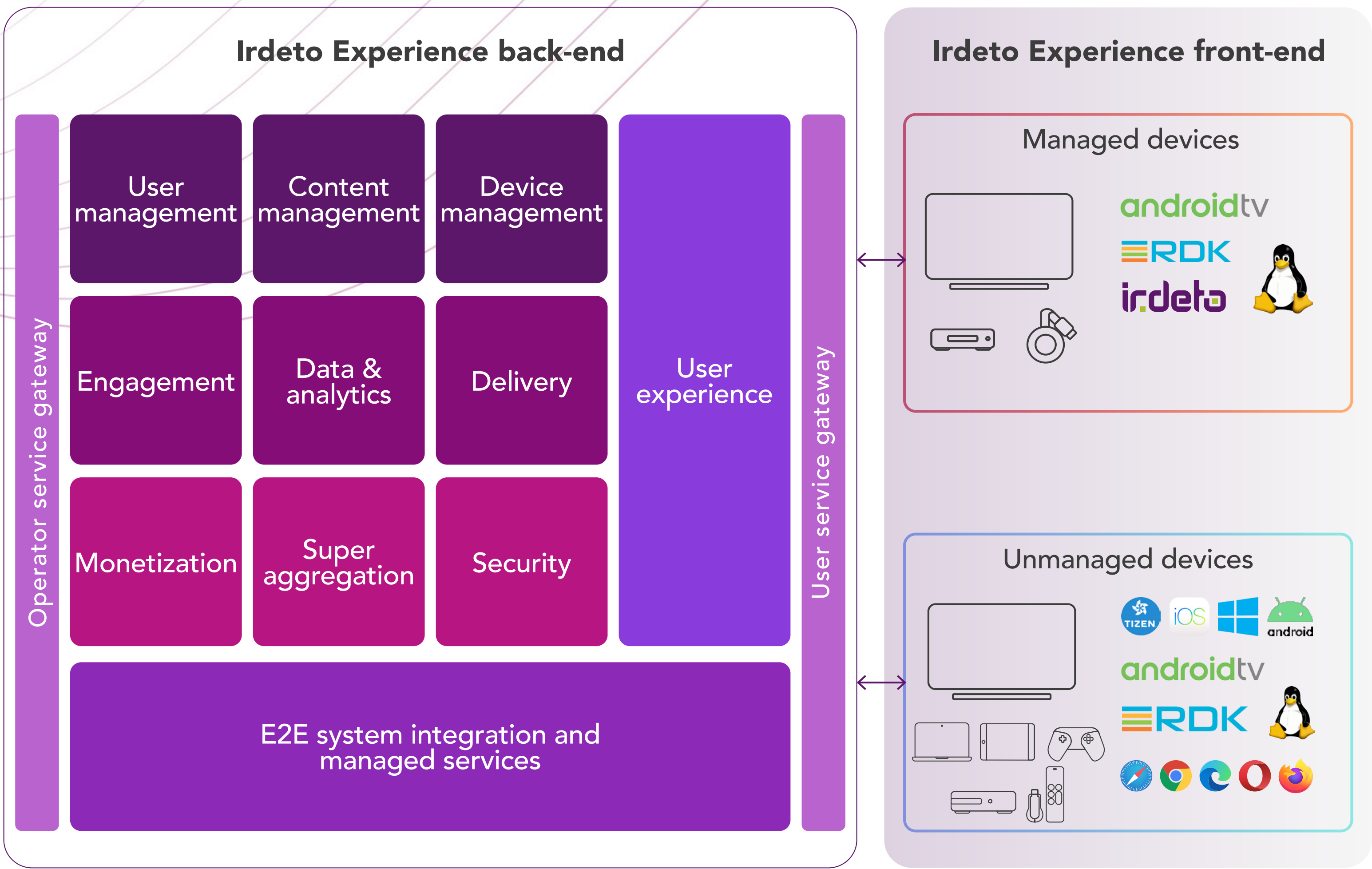
Featured modules

REACH OUT TO US TO DISCOVER MORE ABOUT EACH ONE AND HOW THEY CAN BENEFIT YOUR PLATFORM
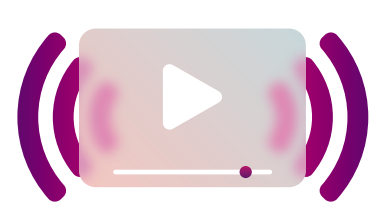
REFERENCE VIDEO PLATFORM
OTT stack (Android TV and RDK)
Broadcast stack

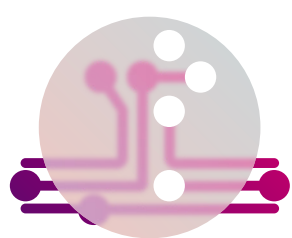### CONTENT MANAGEMENT SYSTEM
Operator UI
Experience manager
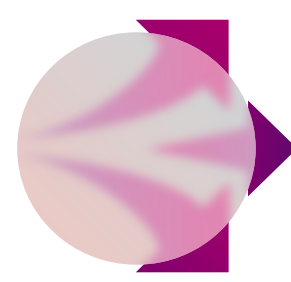
WORKFLOW MANAGEMENT
Workflow engine
(Prepare, package, protect)
Metadata aggregation
Metadata super aggregation
VOD2Live
Live2VOD
(Catchup, VOD, Cloud DVR)
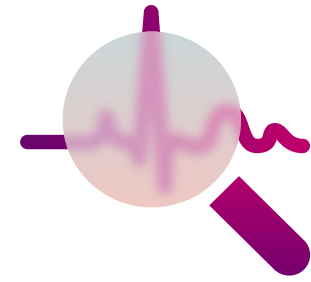
DATA & ANALYTICS
Insights
Broadcast insights
Apps control
Campaigns
Remote device management
Messaging management

API ORCHESTRATION
Operator service gateway
Consumer service gateway

MANAGED LAUNCHER UI
Android TV launcher
RDK launcher

ADVERTISING
Server-Side ad insertion
Connected STB ad replacement
One-way STB ad replacement
Irdeto Targeted Ad Server

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.
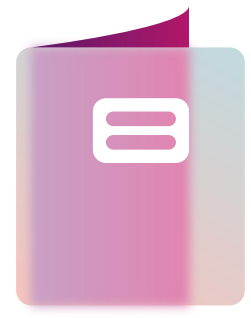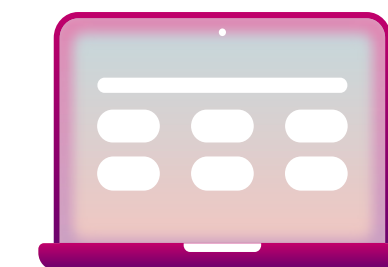
PROFILE

· Customer type: Pay-TV Operator

· Distribution:
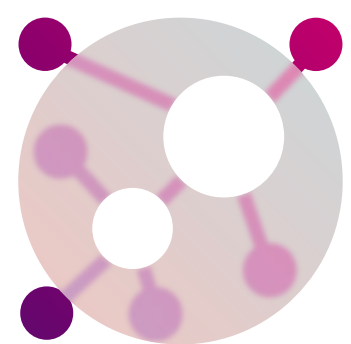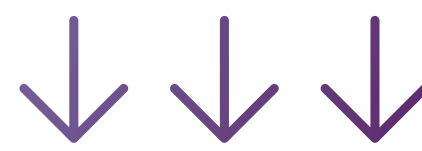   · Satellite (Broadcast)
   · OTT
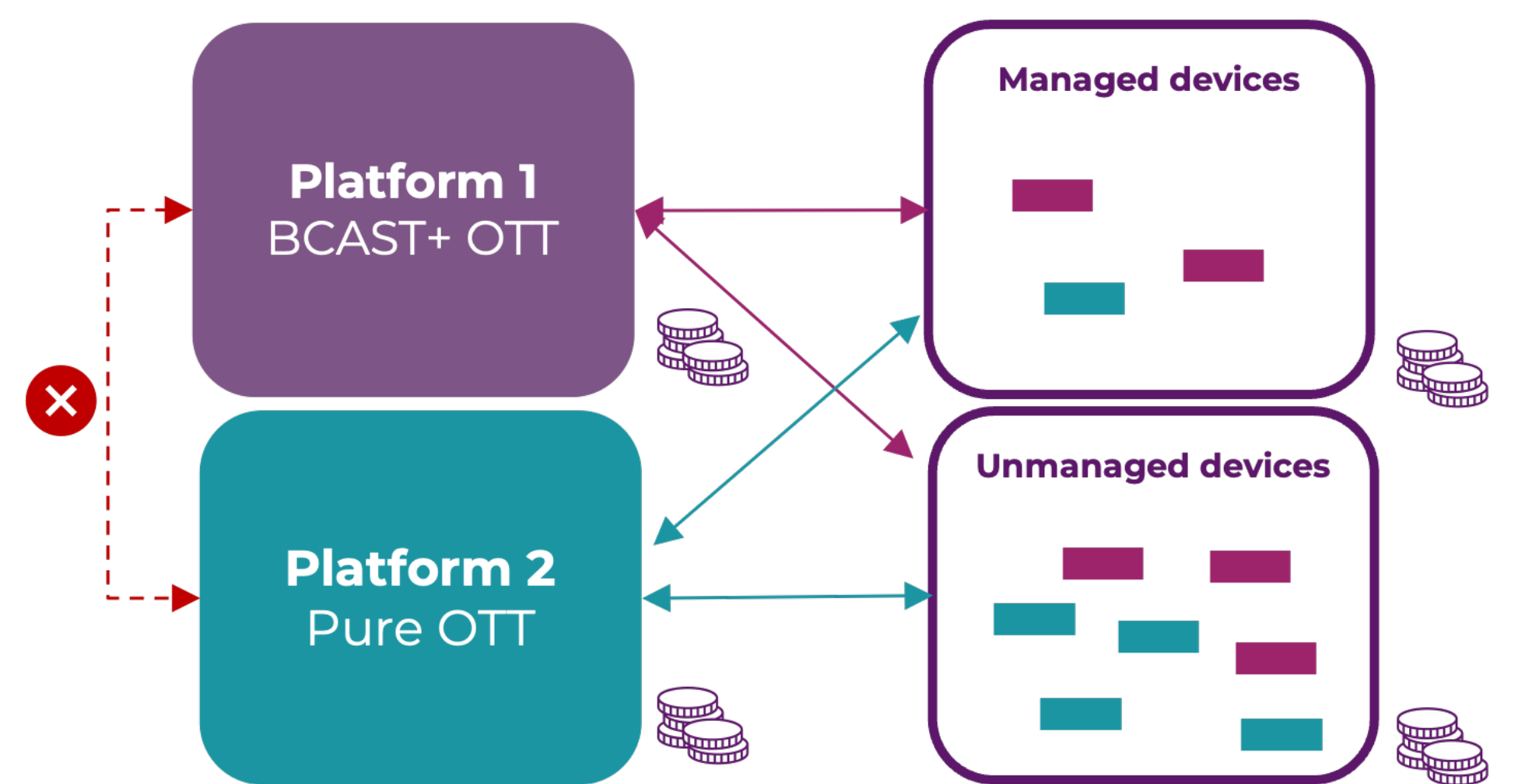
· Users: 11 million (3 years)
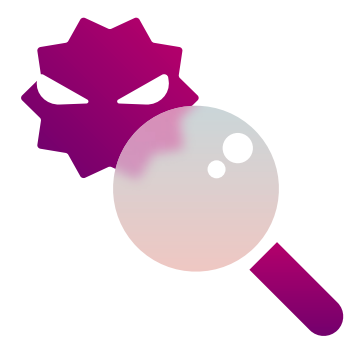
CHALLENGES

· 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

· E2E system integration

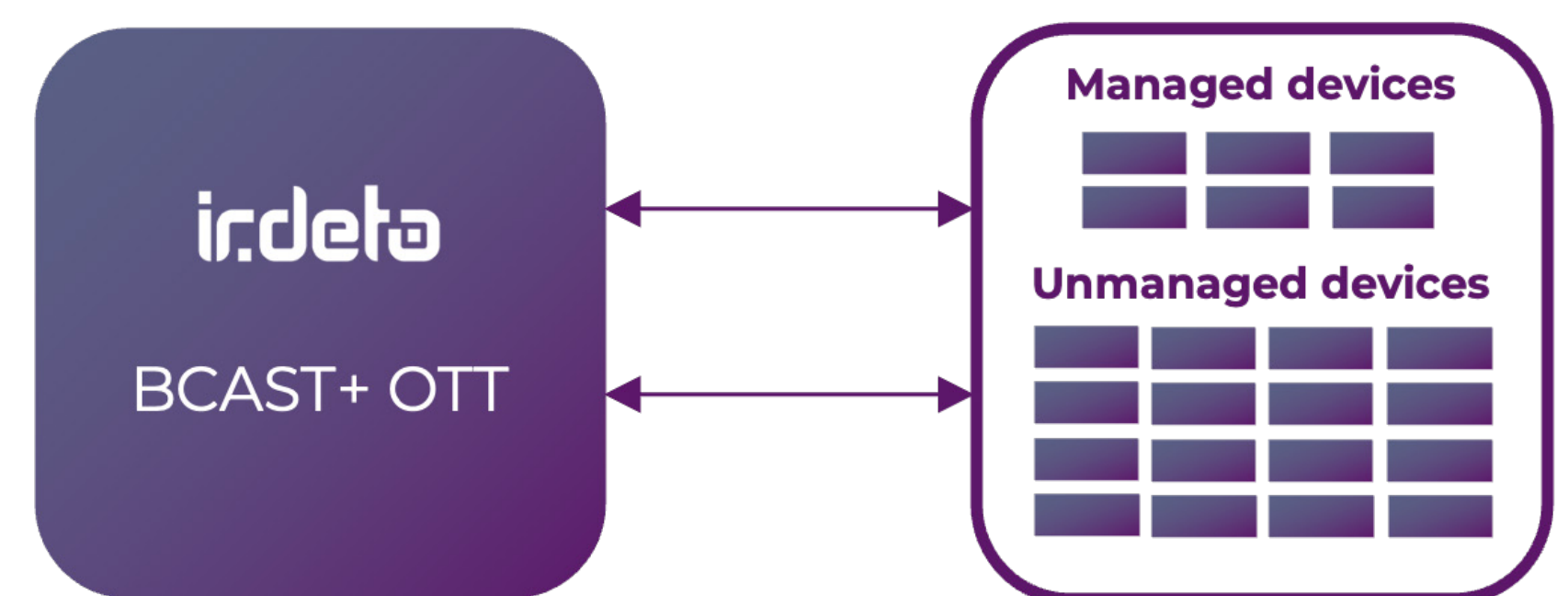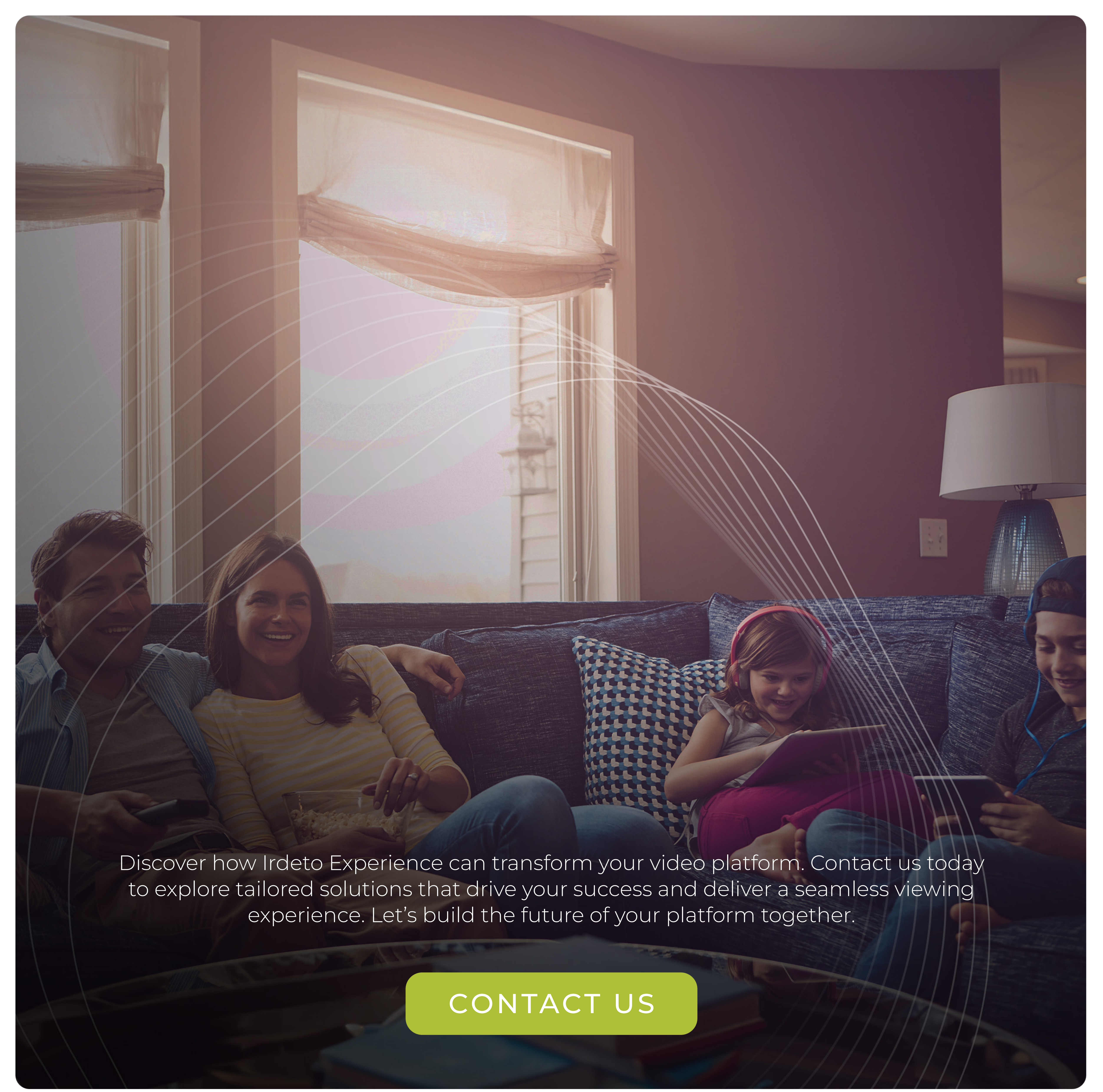· Managed platform services and monitoring

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.