



RiGHTv

TV Everywhere Service Delivery Platform
for Today's Multi-Screen World

ENGAGEMENT



viaccess•orca

In the age of internet and mobility, consumers are empowered. They can choose what to watch, where to watch, when to watch and what device to use. With the explosion of content, we have a broader selection than ever before.

As broadband connections become a reality in fixed, wireless and cellular network, consumers expect smooth, high quality service on any device at any time as they are constantly bombarded by offers. To earn on-going business and loyalty, you - the content service provider - need to consistently deliver a high-quality and engaging customer experience.

Multi-Screen Service Delivery Challenges

Content service providers need to adapt their operations to these new and dynamic conditions. Content needs to be prepared in multiple formats. It must be delivered over a variety of managed and unmanaged OTT networks and for consumption across a myriad of devices; smartphones, tablets, connected TVs, broadcast TV and more.

Prepare

Create multiple video formats including the latest adaptive bitrate (ABR) standards such as Apple's HTTP Live Streaming (HLS), Microsoft's Smooth Streaming (HSS) and the new MPEG-DASH. These formats have been created to deliver a high quality video experience in any network condition for every device type.

Deliver

Ensure smooth streaming of live and on-demand content over managed and unmanaged networks, where you have limited or no control over the network infrastructure and quality of service.

Monetize

Offer a large and growing number of business models. From simple monthly subscriptions, Pay-TV has evolved into a broad selection including: one-time VOD packages, Subscription VOD Services (SVOD), live pay-per-view (PPV), catch-up TV, shifted-TV, bouquet packages and more.

Manage

Streamline management of increasing amount of content and a diversity of subscribers, device types and networks.



RiGHTv Service Delivery Platform

Empowering content service providers to create a rich and flexible offering, RiGHTv Service Delivery Platform (SDP) supports a wide variety of business models.

With RiGHTv SDP, providers can differentiate their business and succeed in the highly competitive market space.

RiGHTv enables content service providers to expand beyond their existing subscriber base. As OTT services become increasingly prevalent, providers can leverage their video assets to engage online users through their online storefronts.

RiGHTv SDP has two main components which operate as the back office core in the head-end

Content management

From content preparation, to rights management, publishing and distribution, this module enables providers to effectively manage massive amounts of content.

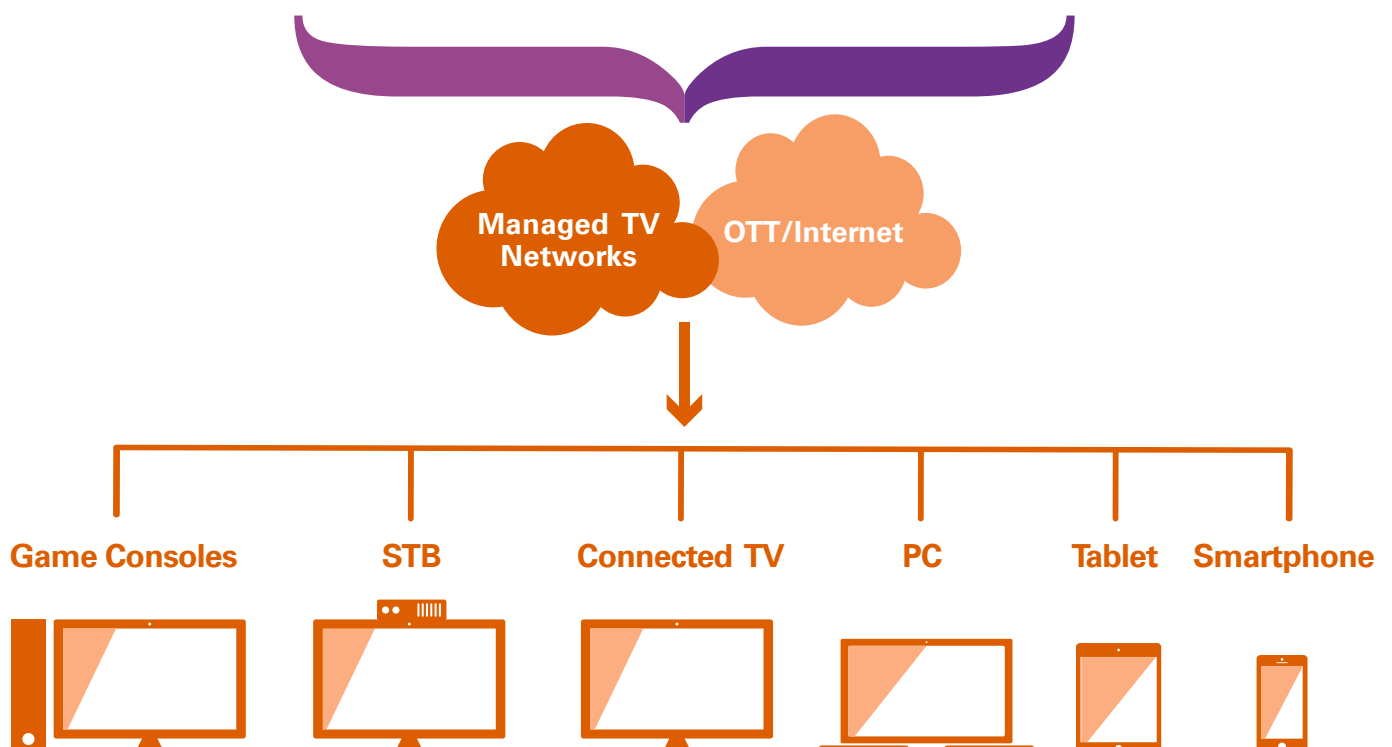
Designed for a multi-screen world, multiple video formats and encoding technologies are supported. Smooth content delivery is assured across various networks to any device type.

Business management

The business management module of RiGHTv is responsible for customer management and the customers' associated devices, as well as service management for creating a flexible business offering through various business models.

Business Models:

- Pay TV packages & bouquets
- VOD packages, Subscription VOD (SVOD) and Transaction VOD (TVOD)
- Live pay-per-view (PPV)
- Time shifted-TV and catch-up TV
- Network PVR/Cloud DVR
- Subscribers & online users



RiGHTv Highlights



Customer Management

Manage complex account hierarchies with multiple users per account. Support both recurring subscribers and occasional users making online payments



Service Management

Stay ahead of the competition and differentiate your service by offering advanced business models – TVOD, SVOD, live bundles, EST, pay-per-view discounts, pay-per-view and more



Device Management

Provides the operator with management tools to control the number and types of devices an account can have while consuming TV. Allowing seamless pause-resume capability for VOD, NPVR and catch-up content while keeping consistent user experience across different devices



Customer Care

View subscriber's information and activity, control purchases and parental PINs, credit transactions and free VOD compensations



Reporting and Analytics

In order to optimize and manage your business effectively, RiGHTv provides flexible reports and analytics on VOD content consumption, preferred business models and portal navigation



Content Preparation

Prepare content for multiple screens by transcoding & packaging to multiple formats, rates and resolutions. RiGHTv supports all ABR formats on the market including Apple HLS, Microsoft HSS and the new MPEG-DASH for on-demand and live viewing



Content Rights Management

Ensure compliance with content owners' requirements by limiting content according to device type, number of devices, number of views and geography



Data Management

Effectively manage your growing library of video assets and associated metadata



Content Publishing

Employ a device-sensitive publishing process, which incorporates the new asset into your EPG and VOD catalog. It is critical to manage customer expectations by ensuring that customers do not attempt and fail to consume content that is unavailable on their device



Content Distribution

Effectively deliver content over multiple selected networks using content delivery networks (CDN) for OTT delivery and video-servers (VS) for managed networks



Payment

postpaid, prepaid and online payment using credit cards etc.