

# SPB TV SOLUTION FOR OTT AND MULTI-SCREEN TV

## SPB TV for operators, broadcasters and content owners

Create your own OTT (over-the-top) TV or video service together with SPB TV. Give your audience what they value most: high quality content and the freedom to select when and where to watch it.

WITH SPB TV,  
TELEVISION  
IS EVERYTHING  
YOU IMAGINE

With SPB TV's fully packed solutions, you will be ready to bring a friendly and convenient OTT TV or video service to your subscribers in no time. Offer your subscribers consistently high-quality video, unsurpassed ease of operation and a rich set of additional functions. Deliver the same compelling and beautifully realized viewing experience on TVs, computers, tablets and mobile phones.

Together with video delivery technologies, SPB TV provides effective monetization tools, content management and protection, business intelligence system, and exciting interactive features to enrich the user experience and create real engagement.



## OTT TV in the cloud

Your OTT TV or video service can be deployed in SPB TV cloud or on a third party cloud platform allowing its incredibly fast launch anywhere in the world. SPB TV cloud technologies make purchase and installation of video delivery equipment unnecessary and ensure the dynamic scalability of your service. You can have new virtual servers added or removed automatically depending on your audience dynamics.

## The ultimate content management and distribution platform

With SPB TV, you can manage household and individual users; live and VOD, free and premium DRM-protected content; smart TVs, set-top boxes, dongles, PCs, and mobile device – all from a single headend and convenient administration hub.

## Effective encoding and reliable streaming

SPB TV features effective software and hardware transcoding algorithms for unsurpassed video compression. It allows for processing 4K and 8K, as well as bringing Full HD video to mobile devices through limited networks. The SPB TV platform also supports all modern adaptive streaming technologies: Adaptive RTSP, Apple HTTP Live Streaming (HLS), Microsoft Smooth Streaming, Adobe HTTP Dynamic Streaming and MPEG-DASH, – guaranteeing stable playback on all user devices, including PCs, TVs, smartphones and tablets.

## Innovative monetization technologies – targeted in-stream ad insertions

The platform supports pre-roll ad insertion and in-stream ad replacement in compliance with targeting options. The system collects detailed information about viewing habits and user profiles, allowing you to create a complete statistical database for analysis and service targeting.

## Interactive marketing features

SPB TV's recent advancements in the field of interactive TV technologies bring viewers a new approach to video viewing, allowing them to interact with content on the same screen: make purchases while watching advertisements and product placements, participate in surveys and receive more information concerning the telecast.

# OTT TV FOR YOUR VIEWERS

## INTERACTIVE ENVIRONMENT FOR THE ULTIMATE VIDEO CONSUMPTION

### TV anywhere, on any device

Mobile viewing is growing, and so are the sales of Smart TVs. Does it mean you should get worried about device fragmentation and new players on the market? Not if you choose SPB TV solutions. With SPB TV, you can deliver your video to whichever devices your viewers use. Smart TVs, set-top boxes, TV dongles, game consoles, PC, iOS, Android, Windows Phone, Tizen, bada, Symbian – you name it, we've got it.



### TV for your family, TV for you

Members of one household can have common billing, subscriptions, system settings and so on. However, every viewer has a personal profile where all the data about his or her already viewed, favorite, and recommended content is collected along with demographics and other data.

### Take care of your loved ones

Parental control features let you spare your kids from unwanted or offensive content, or anything you decide is too early for them to become acquainted with.

### User-centered system

'One-size-fits-all' TV loses its popularity. More and more users prefer customized TV packages, a combination of linear TV with on-demand content and flexible subscription models. With SPB TV technologies, the service is fully adaptable. It's up to you to create a compelling and unique user experience that other Pay-TV formats will never be able to provide.



### Personalization and recommendations

The system accurately tracks your viewing history and recommends movies and series based on data analysis. With SPB TV, you can discover new exciting movies by the same actors and directors, similar genres, plots, places, epochs, countries and more. Friends' opinions will also come in handy when you share the same OTT TV provider.

### Full HD, 4K and beyond

Viewers want 4K and so we deliver it. But more importantly, SPB TV ensures high quality video for everyone. High Efficiency Video Coding (HEVC, also known as H.265) decreases the bandwidth needed by 50 percent, allowing for 4K and 8K delivery. It also makes it possible to bring Full HD content to mobile devices over limited bandwidth, while adaptive streaming technologies guarantee a smooth and uninterrupted viewing experience.



### Swipe the show to switch devices

Switching between devices is really easy and fun with the swipe feature. You can simply swipe the content you are watching on a smartphone or a tablet to the TV-set.

### Time-shifting and place-shifting

Your viewers won't have to rush home to see their favorite series or an important football match. With SPB TV, you can pause and then catch up later with a show or a movie, or watch it from the start, or even go back to the previous episode. Besides all this, you can start watching a movie on a smartphone and continue on a TV screen at your convenience from exactly the moment when you paused the stream on mobile. You are free to choose your own TV schedule.