



// BROADCAST & OTT PLAYBOOK

# World-First UHD HDR OTT Hybrid Streaming Service

Attract viewers with UHD HDR in 4K for live & VOD.

## WHAT VIEWERS CRAVE



LIVE & VOD SERVICES



HIGH RESOLUTIONS



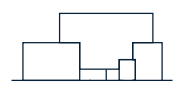
PREMIUM CHANNELS



THEMED CHANNELS



VIDEO EVERYWHERE

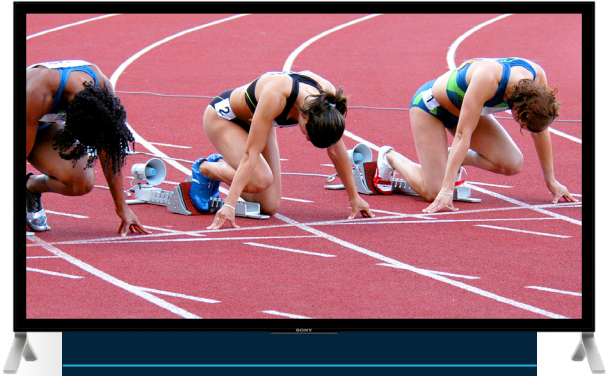


MULTI-SCREEN VIEWING

## THE GAME PLAN

The number of homes worldwide using an Ultra HD TV passed the 200 million mark in 2018. Yet, connected TVs and the shifting market still pose strategic and technical challenges to broadcasters.

The APAC region has some of the highest UHD TV adoption rates and a growing consumer demand for UHD HDR content, especially for live sports. In both live and for VOD formats, the broadcaster planned to create a Hybrid broadcast broadband TV (HbbTV) service to deliver UHD HDR to connected TVs, set-top boxes and multi-screen devices. HbbTV combines broadcast and internet content. It's a heavy-hitter choice to leverage connected devices and create monetization opportunities for high-viewership events.



Global 4K UHD TV sales rising by hundreds of millions every year.

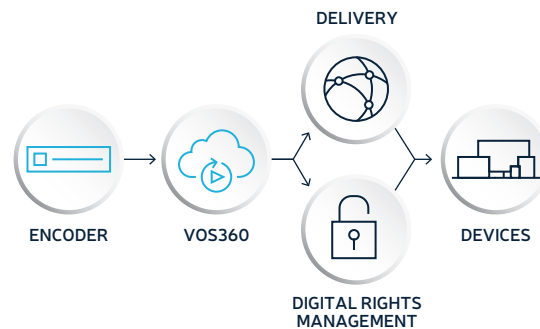
## THE PLAY-BY-PLAY

The target was to launch in time for world championship events in 2019 and start preparing for the 2020 Games in Tokyo. A simple approach was needed to streamline their video processing and delivery.

Using the VOS<sup>®</sup>360 Live Streaming Platform, the broadcaster delivers three UHD profiles in various bit-rates, including 4K. In less than six months customers watched their first hybrid UHD HRD streams on connected devices.

The broadcaster needed ultimate flexibility. Our agnostic solution seamlessly integrated to operate within existing systems. This lowers the technical complexity without creating or managing additional infrastructures. It allowed the broadcaster to unify the live and VOD processing chain to maintain the same video quality cross-channel.

Another crucial step was to ensure robust scalability, especially for live sporting events. The elasticity that the VOS360 platform provides gave the broadcaster the confidence to launch new UHD HDR channels for all devices, worldwide and in time for world championship events.



## THE WIN

The choice to implement the VOS360 platform fostered growth opportunities and provided real-world value to their subscribers. This success led to the creation of ad-hoc live events used on top of VOD services. With the 2020 Olympics approaching the broadcaster can count on our solutions to get to the podium. As the broadcaster starts producing 8K, the VOS360 platform down-converts content while maintaining superior 4K quality, especially for VOD experiences.

The world of connected TVs is still evolving, and this broadcaster is now ready to provide the future of TV, first.

## THE POWER OF VOS360 PLATFORM

67%

of TVs sold were smart TVs<sup>1</sup>

1 - <http://www.flanaganhd.com/news.php?subaction=showfull&id=154435819>



Unified workflows



Interoperability



High-viewership moments monetized



Multiple profiles at different bitrates