

DIGITAL CONTENT MONETIZATION PLATFORM

Are you ready for the streaming war? Looking for options how monetizing your content library; which strategy will fit your business requirement; want to improve the customer life cycle to keep their attention on your brand, concerning the ability to scale platform and operations.

The **ENT.360**, is our **full-scope OTT** solution that answers the challenges. We are coming from the streaming war, we architected and developed the **HBO GO** on an international level in the last decade for **50+ countries** and support one of the largest stream events in the pay-TV industry is the **Game of Thrones!**

HIGHLIGHTS

LARGE AUDIENCE	ENTERPRISE-READY	FULL CLOUD
COMPLEX MEDIA MANAGEMENT	15+ DEVICES	ANALYTICS
MULTI-CDN	FLEXIBLE CONTENT DISCOVERY	4K

BUSINESS MODELS

<p>SVOD</p> <p>The definition of SVOD is a video monetization strategy based on recurring revenue, usually monthly or annual subscriptions.</p> <ul style="list-style-type: none"> • Offers flexible subscription options • Creates an ongoing revenue stream • Engages your audience and creates loyal subscribers • Gives you the ability to publish exclusive content 	<p>TVOD</p> <p>The definition of TVOD is when your audience can choose to pay for individual videos (for purchase or rent) rather than subscribing to access your entire video library.</p> <ul style="list-style-type: none"> • Allows you to release exclusive, timely content • Gives you the freedom to offer single videos, series, or feature films • Provides options for videos to be rented or purchased, expanding your audience 	<p>AVOD</p> <p>Ad-based video on demand is when you stream your video content for free but require viewers to watch ads.</p> <p>Ad revenue pays for you to create your content and offer it without a subscription or fee.</p> <ul style="list-style-type: none"> • Gives your audience the opportunity to watch your content for free, creating a low barrier to entry • Available to a broader audience • Provides a scalable revenue solution for large or growing audience
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CORE FEATURES

<p>ASSET MANAGEMENT</p> <p>Full-scope-range of video qualities: SD, HD, 4K (SDR/HDR)</p> <p>Content ingesting, Multi CDN, Chapters, ad insertion points, credit roll, and intro points</p>	<p>TRANSCODING AND SECURITY</p> <p>Apple HLS, DASH ISO</p> <p>Widevine Modular, Apple FairPlay, Microsoft PlayReady</p> <p>Token-based authentication</p>	<p>DIGITAL PRODUCT MANAGEMENT</p> <p>Subscription model pay as you go / free trial / promotional price / pay upfront / intro prices</p> <p>Digital goods consumable / non-consumable product</p>
<p>ONBOARDING</p> <p>Various customer onboarding win-back strategies / customer retention / marketing automation techniques</p>	<p>CONTENT CONSUMPTION</p> <p>OnDemand, Live, Offline Playback</p> <p>Playback Policies for Controlled Playback</p>	<p>ANALYTICS</p> <p>Built-in analytics from the app</p> <p>Conviva integration</p>

ENTERPRISE READINESS

<p>✓ HIGH AVAILABILITY, REDUNDANCY</p> <p>Managed Services, Asynchronous Data Processing, In-Memory Database, Multi-Datcenter Support</p>	<p>✓ DATA PROTECTION</p> <p>GDPR compliant, ISO 27001 certified processes</p>	<p>✓ MONITORING</p> <p>Built-in Service KPI and Dashboard for Operation Monitoring</p>
<p>✓ FAULT-TOLERANT</p> <p>Auto Scaling Infrastructure</p> <p>Bottleneck Protection</p>	<p>✓ MULTI-ENVIRONMENT</p> <p>Supporting DEV, QA, STG, and multi-PROD with different gatekeeper options</p>	<p>✓ MULTI-TENANCY</p> <p>OTT middleware as a service (PaaS) and host multiple virtual service providers</p>

SUPPORTED DEVICES

DESKTOP/MOBILE WEB	iOS/tvOS	ANDROID/TV	ROKU	FIRE TV/CHROMECAST

ABOUT US

15+ years of media development experience encapsulated into one comprehensive service.

Blue Guava is a passionate team of professional app and software developers, QA testers, and DevOps specialists. We specialize in media and data streaming design, development, and maintenance. Established in 2009, we have 10+ years of extensive experience in the streaming industry. Headquartered in Budapest, Hungary.

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