

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

SVOD

The definition of SVOD is a video monetization strategy based on recurring revenue, usually monthly or annual subscriptions.

- Offers flexible subscription options
- Creates an ongoing revenue stream
- Engages your audience and creates loyal subscribers
- Gives you the ability to publish exclusive content

TVOD

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.

- 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

AVOD

Ad-based video on demand is when you stream your video content for free but require viewers to watch ads.

Ad revenue pays for you to create your content and offer it without a subscription or fee.

- 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

CORE FEATURES

ASSET MANAGEMENT

Full-scope-range of video qualities: SD, HD, 4K (SDR/HDR)

Content ingesting, Multi CDN, Chapters, ad insertion points, credit roll, and intro points

ONBOARDING

Various customer onboarding
win-back strategies / customer retantion
/ marketing automation techniques

TRANSCODING AND SECURITY

Apple HLS, DASH ISO

Widevine Modular, Apple FairPlay, Microsoft PlayReady Token-based authentication

CONTENT CONSUMPTION

OnDemand, Live, Offline Playback
Playback Policies for Controlled Playback

DIGITAL PRODUCT MANAGEMENT

Subscription model

pay as you go / free trial / promotional price / pay upfront / intro prices

Digital goods

consumable / non-consumable product

ANALYTICS

Built-in analytics from the app Conviva integration

ENTERPRISE READINESS

✓ HIGH AVAILABILITY, REDUNDANCY

Processing, In-Memory Database,

Managed Services, Asynchronous Data

✓ DATA PROTECTION

processes

✓ MONITORING

Built-in Service KPI and Dashboard for Operation Monitoring

Multi-Datacenter Support

FAULT-TOLERANT

✓ MULTI-ENVIRONMENT

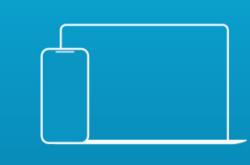
✓ MULTI-TENANCY

Auto Scaling Infrastructure Bottleneck Protection Supporting DEV, QA, STG, and multi-PROD with different gatekeeper options

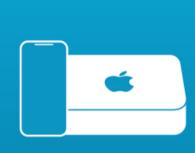
GDPR compliant, ISO 27001 certified

OTT middleware as a service (PaaS) and host multiple virtual service providers

SUPPORTED DEVICES



DESKTOP/MOBILE WEB



ios/tvos



ANDROID/TV



ROKU



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.

LEARN MORE!