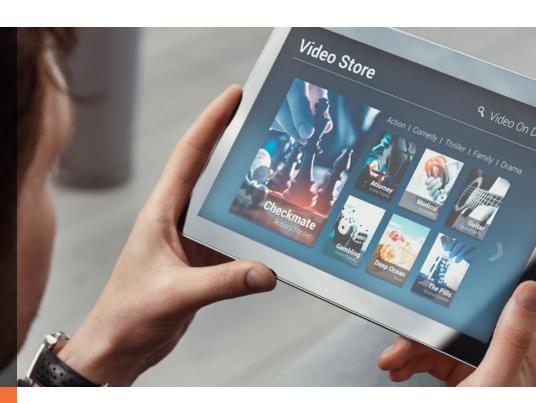
## GlobalLogic<sup>®</sup>

# **OTT Channel Development Accelerator**

A customizable framework that enables content creators and distributors to rapidly develop a fully functional, branded, monetized OTT channel or application for any environment



### Create an OTT channel / app in as little as 10 weeks

GlobalLogic's OTT Channel Development Accelerator is a proven, tested solution that enables businesses to create a fully functional, completely branded, monetized OTT channel or application in as little as 10 weeks. Go beyond the boilerplate with highly customized designs and features like background video; build on any platform, for any device; and spend less money with a turnkey solution and single partnership fee.



#### **Faster Delivery**

Leveraging the accelerator's configurable UI/UX and features — and our 10+ years of OTT experience - we can help you gather requirements, design, build, test, certify, and launch a standard OTT channel or application in as little as 10 weeks.



#### **Lower Costs**

Spend less money on building and testing your OTT channel by using our turnkey development framework. Plus, you only pay the price of the partnership (no monthly or annual subscription fees), and you maintain ownership of your code.



#### **More Customization**

Create a highly customizable channel with an unlimited number of screens and unique UX configuration / UI elements to display content and stream video in a way that aligns with your specific brand.



#### **Simpler Monetization**

Choose the best monetization option for your viewers and your business - or develop an entirely new approach to manage multiple platform monetization processes through a single interface.



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#### **Greater Flexibility**

The accelerator prevents vendor lock-in by integrating seamlessly with all major cloud providers. It is also agnostic across platforms, devices, technology stacks, and environments



#### **Higher Reliability**

Our tested and proven accelerator ensures that your channel is high-performing, reliable, and secure. We are also part of Roku's and Comcast's networks of preferred channel development vendors.



# OTT viewer experience across all environments

#### **Features**

- Unified API adapter with preintegrated content providers
- Authentication / authorization adapter
- UI builder & video player decorator
- Background video support
- Rich analytics tracking
- Advertisement integration
- User preferences configuration
- Multiplatform portability
- Automated test coverage

#### Components

- Background playback
- Smart search with recommendations
- Bookmarking with "continue watching" feature
- Interactive media ads (pre, mid, post)
- Location-based filtering
- Intelligent content suggestions
- Cloud agnostic API
- Data rights management
- Security / authorization
- · Rich analytics gathering

#### **Technology**



#### OTT & SmartTVs

Roku, xFinity Amazon Fire TV Android TV Tizen tvOS, webOS



#### **Game Consoles**

Xbox Playstation Nintendo DS



#### Mobile & Web

Android iOS

#### GlobalLogic OTT Channel Development Accelerator

#### Integration Layer

#### **Backend**

API-Agnostic Porting Layer Ericsson MediaFirst AWS Elemental Verizon Kaltura

#### **Analytics**

Localytics

Google Analytics Nielsen Comscore Youbora Firebase

#### Advertising

Server-Side Ad Insertion (SSAI)

#### **Authentication**

Single Sign-On (SSO) Passive Logout MVPD Electronic Program Guide Support

#### Monetization

In-App Purchases
Billing Integration