

# 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.



### 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 Channel Development Accelerator

Create a seamless OTT viewer experience across all environments

### Features

- Unified API adapter with pre-integrated 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

Google Analytics  
Nielsen  
Comscore  
Youbora  
Firebase  
Localytics

#### Advertising

Server-Side Ad Insertion (SSAI)

#### Authentication

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

#### Monetization

In-App Purchases  
Billing Integration