



Datasheet

Online video platform for VOD and Linear TV

Fully integrated end-to end cloud video solution supporting wide range of mobile devices, smart TV and STB including devices with 4K H.265/HEVC playback support.

SotalCloud

SotalCloud is an instantly activated video platform offering a full suite of OTT video solutions for media companies, content owners and content aggregators.

SotalCloud enables to bring linear channels, live events and video on demand(VOD) content to Internet connected devices such as STBs, Connected TVs, iOS and Android tablets and smartphones anywhere in the world.

VOD

Full range of video on demand capabilities:

- sVOD (subscription)
- tVOD (transaction)
- aVOD (advertisement)
- Flexible rules for content sales including packaging, discounts, promo, bundling
- H.264 and HEVC

Live TV

Linear TV from any source – multicast or unicast

- HLS, RTMP, MPEG-DASH
- Multicast TS streams
- Support of subtitles
- Multiple soundtracks
- PVR/NPVR – personalized recording of TV content
- Catch-up – watch past programs (up to 1 month)
- CAS/DRM support
- H.264 and HEVC

Extended EPG

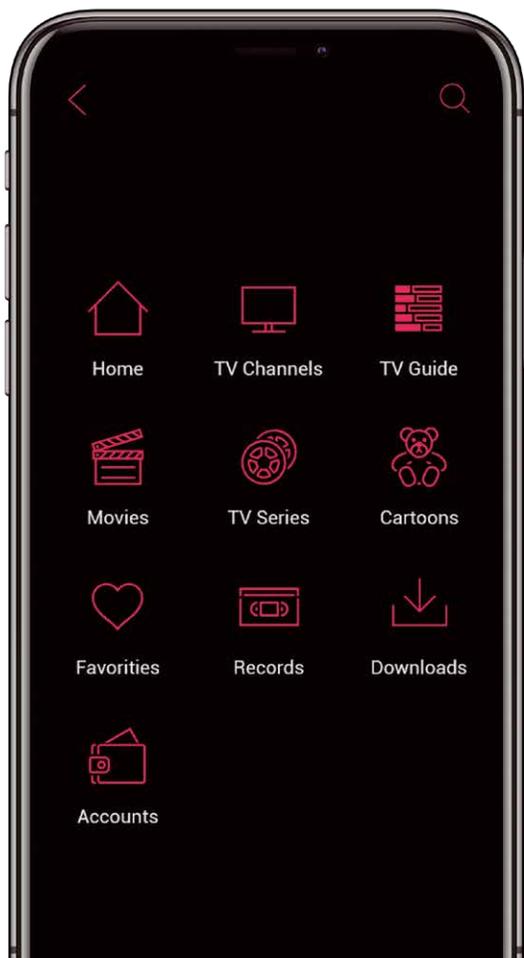
Program guide for all your TV channels

- XMLTV or DVB ingestion (multiple sources)
- Content enriching metadata
- One-touch recoding
- Seamless Catch-up
- Multilingual
- Notifications
- Social content sharing (Twitter, FB, Google+)

Multiscreen

Watch your favorite content at any time on any device

- STB (H.264 and HEVC)
- iOS (iPhone, iPad, iPod Touch)
- Android (wide range of smartphones, tablets, 4.2+)
- SmartTV (Samsung, LG)
- PC/Mac (Browser based client – Chrome/IE11)
- Roku®
- Amazon® Fire



Multi-language

- Unlimited number of languages supported
- Adding/removing languages for all clients.
- All kinds of user devices (mobile, web, STB)

Download to go

- Watch your favorite content off-line
- Works with Live TV, VOD, Catch-up
- Select the quality you need

Chromecast

- Streams video to your TV
- Continue using your device while streaming
- HD and UHD quality



Smartphone
iOS, Android



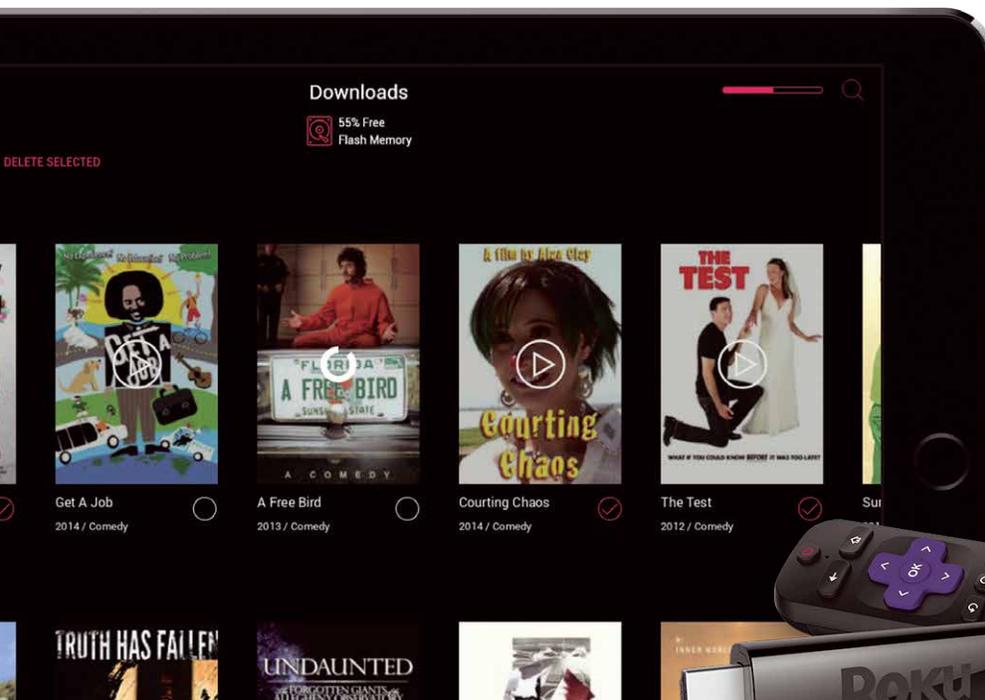
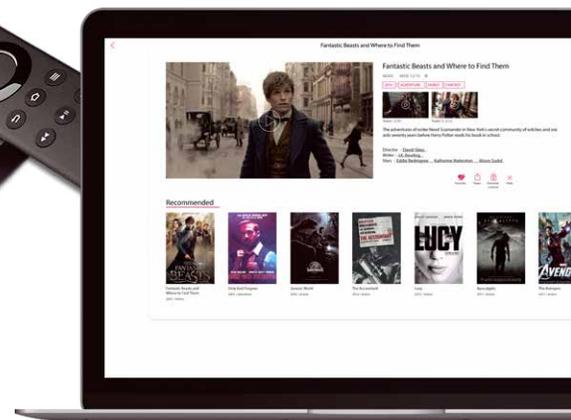
Tablet
iOS, Android



PC/Mac



STB
Android
Roku®
Amazon® Fire



User Friendly Backend

- Easy to setup rules for subscribers activation, tariffs, payment
- Real-time activity monitoring
- Integration with external systems (IMDB, Google Analytics, etc.)
- Automated content ingestion (VOD, Live)

sotalcloud Administration panel /VOD

Applications: Web, iOS, Android

Content: VOD, Live, Metadata, Import XML

Relations: Packages, Offers, Groups

Billing: Stripe, PayPal Express, PayPal PayFlow, Invoices

Statistic: Overview

Search: Click here to search...

Buttons: Create new VOD, Create new TV Series, Import content

Category	ID	Title	Stream	Status
On Demand (Movies)	81514	JLA Adventures: Trapped in Time	Watch Stream	R S P
On Demand (Movies)	81513	Scooby-Dool WrestleMania Mystery	Watch Stream	R S P
On Demand (Movies)	81512	300: Rise of an Empire	Watch Stream	R S P
On Demand (Movies)	81511	The Lego Movie	Watch Stream	R S P
On Demand (Movies)	81510	Winter's Tale	Watch Stream	R S P
On Demand (Movies)	81509	The Hobbit: The Desolation of Smaug	Watch Stream	R S P
On Demand (Movies)	81508	The Cell	Watch Stream	R S P
On Demand (Movies)	81507	Going the Distance	Watch Stream	R S P
On Demand (Movies)	81506	The Batman vs. Dracula	Watch Stream	R S P
On Demand (Movies)	81505	Grudge Match	Watch Stream	R S P
On Demand (Movies)	81504	Rush Hour	Watch Stream	R S P
On Demand (Movies)	81503	Life as We Know It	Watch Stream	R S P

Youbora®

- Pre-integrated business intelligence QoS/Qoe solution
- Predict and reduce churn and increase revenue per user
- Optimize recommendations algorithms
- Subscriber management and OTT service visibility

Management

Last 6 Hours | Minutes | Add Filter | VOD | LIVE | ALL

Play Attempts: ALL 26 Plays

Buffer Ratio: ALL 6.007 %

Traffic: ALL 3.695 GB

Interruptions: ALL 14 Buffers

Concurrent Plays: ALL VOD LIVE

Playtime vs Buffer Ratio: ALL VOD LIVE

Multimetrics World Map: United States | ALL

The dashboard displays several key performance indicators (KPIs) and visualizations:

- Play Attempts:** 26 (ALL)
- Buffer Ratio:** 6.007% (ALL)
- Traffic:** 3.695 GB (ALL)
- Interruptions:** 14 (ALL)
- Concurrent Plays:** A line chart showing plays over time (01:00 to 06:24) for ALL, VOD, and LIVE content.
- Playtime vs Buffer Ratio:** A bar chart showing average playtime for different buffer ratio ranges (0.2% to >20%) for ALL, VOD, and LIVE content.
- Multimetrics World Map:** A map showing traffic distribution, currently focused on the United States.

Google DRM

- Widely trusted DRM solution
- Reliable protection and access control
- Multiscreen support



Payment

Easy ways to pay for end-users:

- Build-in or external billing
- Integration with payment gateways (Paypal, Wirecard)
- Subscription and transaction models
- Help-desk function



100% Cloud

The platform is ready for use in a matter of minutes!

- Encoding for VOD and Live from the cloud
- Always on-line, fully resilient infrastructure
- Integration with leading CDNs
- Automated setup of private CDNs
- Transparent tariffs
- Integration with Youbora® and Adbutler®

VAST/VPAID integration

- Flexible ad delivery via banners, videos, tickers
- Ad campaign management
- Ad campaign analysis

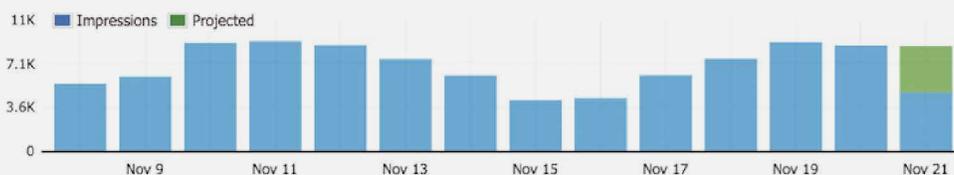
AdButler

Notifications **1** Help Center

Admin **▼**
Administrator

Dashboard

Recent Activity



Recent VAST Activity



Upcoming Events

Account Statistics

Impressions
22,111 of 1,000,000

Billing period
Nov 19th, 2014 to Dec 19th, 2014

189 Active banners
27 Active campaigns
0 Active popups active
1 Active text ads
0 VAST ads active



Need help with anything?

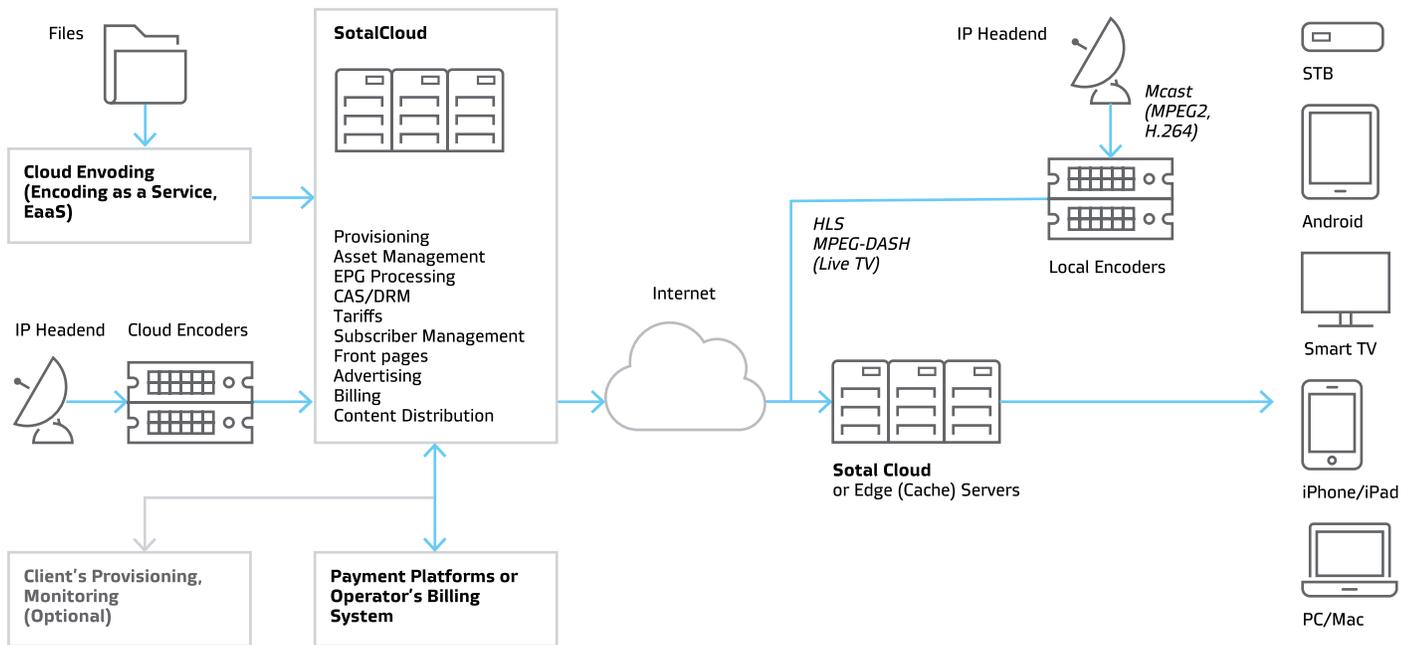
Send us a message, or give us a call and one of our account managers will be happy to help.

Account
#560049

Ticket
Ask Support >

Cloud Setup

SotalCloud offers flexible implementation options ranging from cost-optimized full cloud solution to private cloud option with deployment at the operator's network. The main concept is to start the running service from the cloud and as it grows introduce various cost optimizations. There are many options possible. Here are three key ones:



Opion #1

Opion #2

Opion #3

Cloud service Option #1

Traffic is provided by SotalCloud DC (Level3) or through leading CDNs (Akamai, Level3, EdgeCast). Live and VOD encoding is provided as EaaS (Encoding as a service).

Private Cloud Option #2

In this scenario we offer you the option to setup SotalCloud as full-fledged local installation. Private Cloud mode allows to gain full control over your OTT video project. This option can also be implemented as Edge (cache) servers to help localize most of Linear TV and VOD traffic inside operator's network.

Local Linear TV encoding Option #3

This is most complex scenario where encoders are installed on your network. It allows you to enable operations with minimal bandwidth requirements from local network to SotalCloud cloud platform.

SotalCloud key features

1. Fast and secure content publishing

Live and VOD content ingestion via file drop folders, ftp, http, hls, multicast, rtp, HD-SDI. Automated workflows simplify metadata preparation (for both live TV EPG listings and VOD catalogs). Monitoring of the processes is available at every stage with management tools or third party apps via APIs. Content is protected by CAS/DRM platforms like Google/Widevine DRM, Conax, Nagra, Verimatrix, Microsoft Playready.

4. Scalable backend platform

True cloud – core infrastructure is extensible according to load, geography and volumes. There are two main datacenters providing core functionality and direct CDN publishing. Remote edge video servers can be installed closer to end-users for low latency/price optimized content delivery. Clustered application servers and databases provide high level of service availability.

2. Video delivery to every device

Wide range of adaptive streaming protocols (MPEG-DASH, HLS, RTMP, Smooth Streaming) allow continues streaming in IP networks (wired broadband, WiFi, cellular) without pauses or long re-buffering. Applications are ready to use out of the box, with minor branding modifications or integrations. Source code is provided for custom in-house development and customization.

5. APIs for developers

Client applications available in source code for your own development and customization. Also hundreds of JSON/REST backend APIs are open for integration with your systems – provisioning, offer and tariff management, asset management, billing, authentication. Test API console with functions manual and sample calls are provided for quick learning. Statistics data of service use and subscriber behavior is available in xDRs or via APIs.

3. Cloud video encoding

Highly efficient encoding cloud built on hardware-accelerated encoders offers real-time, multi-bitrate output of VOD and Live. No encoding queue due to load balancing and optimal resource utilization. Many pre-defined video profile templates as well as fine tuning of individual parameters (h.264 codec levels, bitrates, resolutions, GOP sizes, interlacing etc.).

Professional Services

Your project deserves to excel and be successful. Simple, cloud activated video service may take a few hours to start while some highly customized solutions require months of hard work. We offer you professional service when and where needed to supplement your in-house expertise. We offer end-to-end project management, custom client application development (including UI design), integration to OSS/BSS systems, payment platforms, content encoding. We are capable of managing all aspects of the project as required, allowing you to focus your resources on the priority items.



1. Plan project

→ Project plan, resource allocation, technical design, price estimation



2. Set up infrastructure

→ Video delivery infrastructure ready to cache or store content



3. Prepare content

→ Live and VOD content prepared for streaming to end-users



4. Customize apps

→ Customized and branded applications ready for publishing



5. Integrate with OSS/BSS

→ Authentication and provisioning interfaces fully integrated; tariffs, sales packages and subscriptions defined



6. Monitoring and support

→ Service is ready for delivery and under control, problems are solved in timely manner without service outage

Contacts

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