

TimesSquare

Start your OTT business

The why

We are rapidly changing the way we watch movies and TV. The appetite to watch online is a significant opportunity for premium video content owners to launch and monetize their assets with a growing audience.

The how & what

Infostrada is a world leading encoding house and a major player in both broadcast and non-linear video & TV distribution services. We are one of the few companies worldwide that delivers to the major broadcasters and VOD platforms including Netflix, iTunes, Google Play, Hulu, XBOX LIVE and Amazon Instant Video.

In a nutshell:

From ingest to storefront, it is complete, proven, and the fastest way to monetize your 'over-the-top' content in your market.



How does TimesSquare work?

TimesSquare is specifically developed for premium video content owners who want to open online revenue streams or enhance and maintain linear audiences. It offers the complete technology and support service to quickly launch and run a profitable OTT business - a single solution with a low entry price and low operational cost model.

We offer a complete end-to-end OTT service;
 VOD, Catch-up TV, Live stream, Restart TV and Front-end.

Devices we cover



Tablets



Smartphones



Connected TVs



Computers



Game Consoles



Set-top Boxes

TimesSquare is modular and scalable

- ▶ Prove your market and investment before scaling up
- ▶ Low entry price and low cost operational business model
- ▶ Integrates with multiple payment systems
- ▶ Rich user experience & marketing tools to optimize engagement
- ▶ Streaming in all browsers and on all devices, allowing the best viewer experience in adjustable bit-rate up to 4K
- ▶ Automated high quality live-encoding from live broadcast feeds. Build an outstanding Catch-up service - allows live TV broadcasts to be available online instantly
- ▶ Restart TV
- ▶ Live stream (linear OTT)
- ▶ White-label or customized storefronts for web, iOS, Android and SmartTV
- ▶ Easy connection with 3rd parties via open API & CMS, compatible with all media players and platforms
- ▶ Turnkey solution: from Ingest to Streaming, fully secure and protected
- ▶ Launch your business in weeks
- ▶ Videos delivered to us are available online on the same day
- ▶ Optional features include DRM with Microsoft PlayReady, Google Widevine and Apple FairPlay Streaming
- ▶ 24/7 skilled service desk



The proof points

Leading global broadcasters and premium video retailers are ahead of the curve by using our end-to-end TimesSquare service to grow their online business. We share experiences and welcome their ideas and feedback to constantly improve and innovate our next generation services and tools.



What our customers value most

- ▶ Innovations that give you the competitive edge
- ▶ Fast to market
- ▶ Modular and scalable



TimesSquare is a service from Infostrada, part of the NEP worldwide network. Infostrada is transforming the way video is created, managed and distributed globally. Our team of more than 600 professionals services our clients 24/7 with our expertise in on-demand video & broadcast, linear and non-linear TV requirements.

See a demo of TimesSquare in person, or via webcast.

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▶ See a demo

timessquare.infostrada.com