



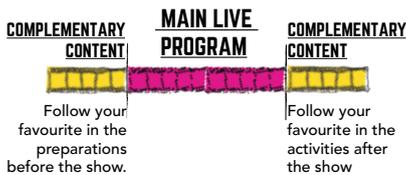
VIRTUAL CHANNEL CREATION

Increase the value of your TV content assets, especially your Live programming, and satisfy the need for a lean-back TV viewing experience!

CREATE A THEME-BASED TV EXPERIENCE!

“FAN CHANNEL”

Use your popular live sports or music event as a main attraction, complement it with shorter bits of related vod/live assets, e.g. following the competitors in a music show and create a “fan-channel” of it.



increase the value and stickiness of your assets...

Today’s TV viewers are presented with endless TV viewing options, all with different types of content. In order to find the content that is most relevant for them as a viewer, they are expected to be proactive – and spend a significant amount of time searching for content that matches their interests.

This is often referred to as a “lean forward type of TV viewing”. But sometimes viewers might want a simpler option – or simply don’t have the time - and just want to sit back, be entertained and enjoy a lean-back TV viewing experience.

On the other side of this equation are the broadcasters. Owning a portfolio of TV content, you sit on assets that can be mixed together to create new channels, or virtual channels rather, delivering a constant flow of TV programming relevant for certain demographics or viewers with a certain interest.

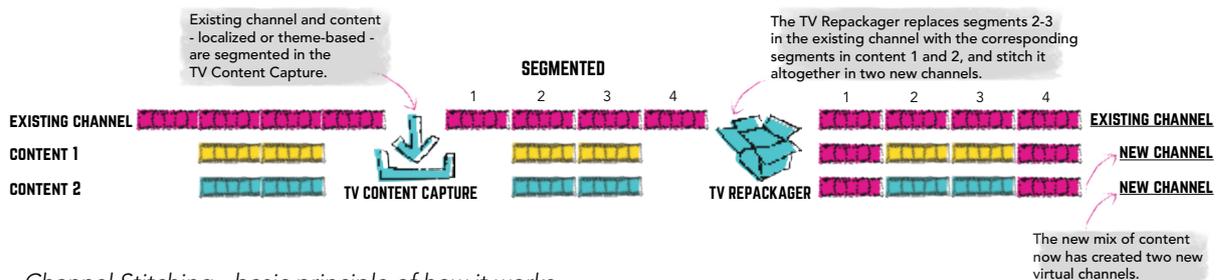
Especially this could be valuable for live content, using a popular live program - typically a sports or music type of event - as a main attraction and add related vod and live bits, e.g. showing your favourites in a show, that complements the main, live programming. What if these two camps – the viewers wanting theme-based content for lean-back viewing and the broadcasters owning the relevant content – could be brought together using a technology that made this really easy to accomplish?

Edgware has a solution for this. It’s called Virtual Channel Creation, and comes with a set of benefits for you as a broadcaster:

- ✓ Increases the value and stickiness of your existing TV assets - stitching content together to create theme-based or localized channels enabling lean-back viewing
- ✓ Saves cost with efficient usage of encoders and storage
- ✓ Manages restrictions in content distribution rights

WHAT IS VIRTUAL CHANNEL CREATION?

Edgware’s Virtual Channel Creation is based on “channel stitching” and “blackout” technology and its values are realized with Edgware’s TV Content Capture and TV Repackager products.



Channel Stitching - basic principle of how it works.

CHANNEL STITCHING

With Channel Stitching, content from different sources (encoders) is stitched together into a new full, or part-time, channel that looks like a linear channel but has been tailored for a specific audience group. The new channel is delivered through the CDN and the client receives the stream from one source just like a regular linear channel.

BLACKOUT

To manage distributions rights a technology called “blackout” is used, however the underlying principle is the same as with channel stitching. Content with restrictions in distribution rights is removed and replacement content can be stitched in instead. Please note that all conditioned viewing requires CDN functionality.

INCREASE THE VALUE OF TV ASSETS - CREATE THEME-BASED CHANNELS FOR LEAN-BACK VIEWING

New research from YouGov, commissioned by Edgware, has found that that 89%* of people would prefer to watch a channel customized to include content relevant to their personal interests.

* Figures are from YouGov Plc, an international data and analytics group. Total sample size was 6,555 adults from Europe, North and Latin America and Asia. Fieldwork was undertaken between 28th February and 15th March 2019. The survey was carried out online.

Broadcasters can segment their viewers using demographic data such as age, gender and location to create new channel offerings. When relevant content is stitched together it creates a tailor-made channel for that particular demographic, perhaps a region.

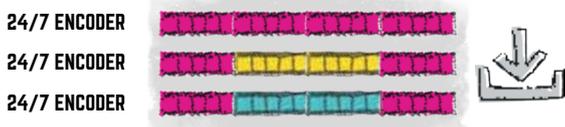
Live sports content or popular music shows are example on which to base a virtual channel. TV content such as clips from old games, interviews with team members and coaching staff, fan activities, events and so on, would appeal to a faithful follower of his/her team. Similarly, TV clips that follow music artists on their activities and preparations before and after a big live music show such as American Idol or Britain’s Got Talent can be stitched together creating a temporary TV channel.

SAVE COSTS ON ENCODERS AND STORAGE - ENCODE AND STORE ONLY ONCE

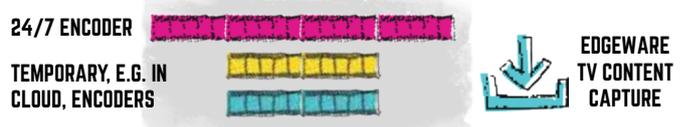
Localized channels with local weather forecast and news are nothing new really. This is the type of content that today is often offered to viewers by the national broadcaster. However, the way to deliver this over an OTT service is often costly and the universal elements of the content - which is the same across all the localized channels – are often encoded and stored in duplicate for each localized channel, see illustration to the left.

Edgware’s Virtual Channel Creation solution means you only need to encode and store the common content once, i.e. only the content that varies across channels needs to be encoded and stored multiple times.

INGEST CAPACITY AND STORAGE NEED WITHOUT EDGEWARE TECHNOLOGY



INGEST CAPACITY AND STORAGE NEED WITH EDGEWARE TECHNOLOGY



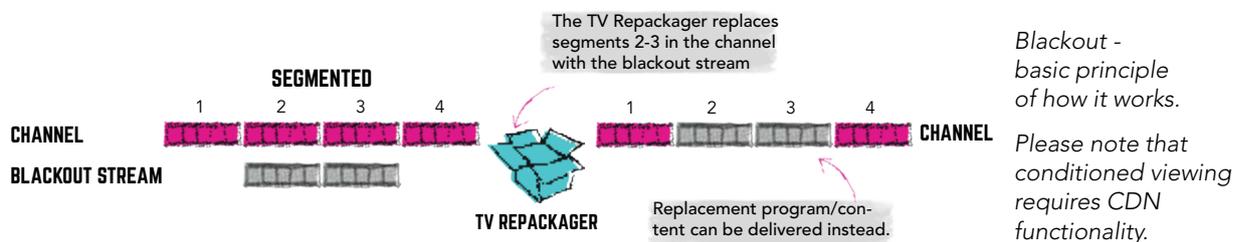
MANAGE RESTRICTIONS IN YOUR CONTENT DISTRIBUTION RIGHTS

USING BLACKOUT

As mentioned above, the blackout technology is an efficient tool to handle your content rights restrictions. Remove the segments containing the content where restrictions apply and stitch in a replacement instead. Replacements can be made in real time, in the past or scheduled.

Replacing content in the past is a valuable option for time-shift functionality, i.e. in scenarios where there might be restrictions on how many times certain content can be distributed to a viewer.

Examples of replacement content could be either alternative content where rights restrictions don't apply, a message telling the viewer that he/she is outside the geographical jurisdiction for the requested content, or that the content is not available on that specific TV distribution technology. An example of the latter is that distribution rights might exist for an IPTV platform but not for an OTT platform.



CONCLUSIONS

The huge range of content available today has the drawback of requiring the viewer to spend a significant amount of time on researching and finding the content that interests them, a step which many viewers find too time-consuming or unappealing.

With OTT TV comes the possibility of creating more and more tailor made, or theme-based, channels. These could be channels consisting of content that is selected based on interest or demographics.

Edgeware's Virtual Channel Creation provides broadcasters with a solution that easily and cost efficiently allows new virtual channels to be created – offering the viewer a lean-back type of viewing that is tailored to their needs.

Based on a viewer group's specific interest or demographic data, content can be stitched together to create new virtual channels. For example a popular live TV event can be used as a main attraction to build a temporary virtual channel around.

The same solution also offers a cost-efficient approach to encoder and storage usage as well as an option to manage restrictions in distribution rights using the blackout technology.

Edgeware AB

Mäster Samuelsgatan 42 | 12th Floor | SE-111 57 Stockholm | Sweden
+46 736 126 840 | sales@edgeware.tv | www.edgeware.tv



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Let's make TV amazing again.

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