



GILAT Satcom
Space for everyone



“Over-The-Top (OTT) TV is the delivery of video content on top of the open internet. It enables Telcos, ISPs and broadcasters to effectively become Pay TV operators, and offer live and VOD content to end users across multiple devices”.

Gilat Satcom OTT is a complete solution for Telcos and ISPs looking to expand into the OTT business. **Gilat Satcom OTT** provides the middleware platform, unique Content Delivery Network (CDN) and tailor-made content packages, including VOD and live channels, to assure the smooth and easy launch of OTT worldwide.



Multi Screens - On any device

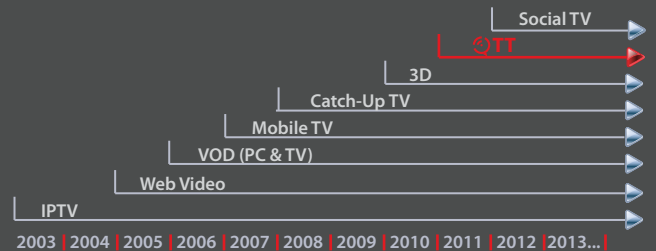
Annotations on the screenshot:

- Program grid**: Points to the left sidebar showing a list of video thumbnails.
- Registration**: Points to the 'REGISTER | LOGIN' links in the top right corner.
- Personal zone**: Points to the 'MY ZONE' section on the right, which includes a registration form and account management options.
- Top movies recommendation engine**: Points to the 'TOP MOVIES' section, which displays a grid of movie thumbnails with titles like 'Johnny English Reborn', 'Take Me Home Tonight', and 'Cars 2'.

Market watch

Enjoy the freedom to:

- ▶ Watch what you want...
- ▶ Watch when you want...
- ▶ Watch on any device...
- ▶ Pay only for what you watch



Los Angeles Times

"2010 was the year that people started wondering, questioning if cord-cutting is real, In 2011, it's going to become obvious."

TIME

"2011- the year of cord cutter!", "Average customer pays for 117 Channels and watches only 17!"

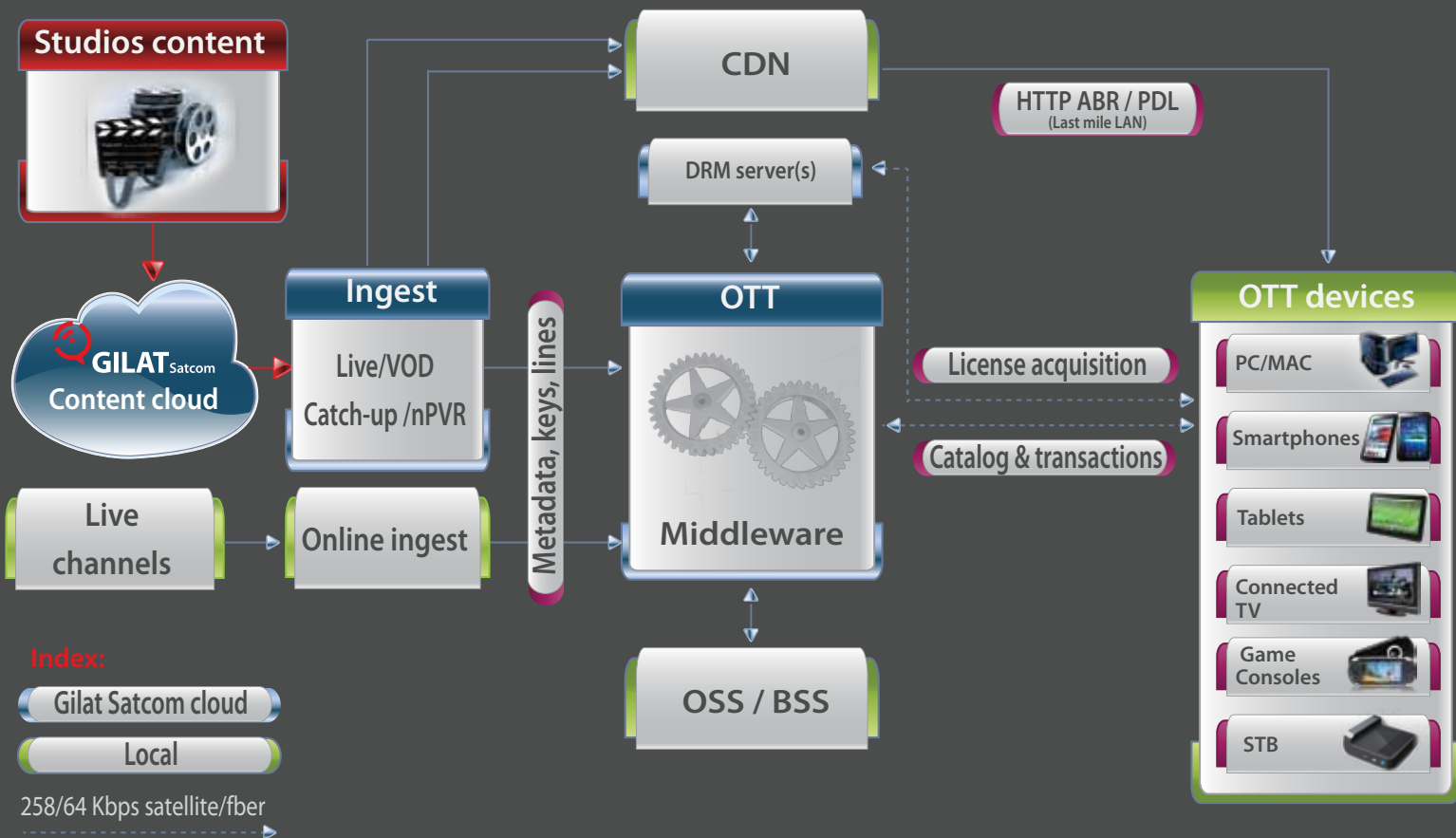
THE WALL STREET JOURNAL

"21% of the TV sold last year, are ready for internet TV (OTT), & by 2015, 50% will be Connected TV"

Key features

- ▶ State of the art complete solution
- ▶ Full OTT platform with support for SVOD, VOD and live channels
- ▶ Advanced payment and billing system, supports credit cards, PIN codes, coupons and more
- ▶ Unique CDN to deliver smooth and rich experience
- ▶ Built-in connectivity to social networks
- ▶ Tailor-made content packages including VOD and live channels to ensure customer satisfaction

Platform



Our OTT benefits

Gilat Satcom delivers the ultimate OTT solution:

- ▶ OTT in narrow bandwidth
- ▶ Secure content
- ▶ Dedicated applications/portals on target devices
- ▶ Integrated billing gateway
- ▶ Fully managed hosted solution

OTT vs. IPTV:

- ▶ Openness vs. Closed Garden
- ▶ Cross platform vs. traditional media
- ▶ Adaptive bitrate and multiple profiles (encoding & encryption)
- ▶ Utilizes internet based services: recommendation engines, social networks, etc.

In areas where fast internet connectivity is unreliable and bandwidth is unstable, **Gilat Satcom** provides a unique CDN solution and special network architecture which ensures smooth delivery of high-definition streaming video.

Gilat Satcom tracks the DRM eco-system in real-time to ensure that local content is delivered securely.

Want to know more? Contact us today!

sales@gilat.net

The **Gilat Satcom OTT** supports a variety of VOD and live channels



* Such as Nollywood, Bollywood

Building the right titles catalog for your subscribers

Choosing the right content is a necessity for successful OTT launch. **Gilat Satcom** employs a group of content experts who know how to build the right catalog for your subscribers needs. We call it the **Product Specification Stage/Advisory Stage**.

Analysis and specification activities include:

- ▶ **Market background:** relevant cultural, economic and regulatory aspects of the product
- ▶ **Specification** of the scope, structure and makeup of the content offering
- ▶ **Acquisition strategy:** defining content vendors and business models
- ▶ **Marketing:** recommended product pricing and promotion strategy
- ▶ **Technology:** determination of the technological and operational aspects of content delivery



In order to deliver the latest titles, **Gilat Satcom** has entered into a content agreement with many well-known major and leading independent studios.



and more...

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