

Quickplay is the industry leader in OTT cloud transformations for Sports, Media & Entertainment

An Overview

Quickplay has delivered next generation OTT solutions for 25 Tier 1 services, across 50+ markets, for the world's largest MVPDs, Telcos and Direct-to-Consumer services. Our cloud-native platform and open architecture delivers unparalleled performance, extensibility, and scale to meet the unique needs of our customers and their audience.

We sit at the intersection of **technology, data & experiences** - continually enabling our clients to deliver against their greatest ambitions.

Our Platform



Video Pipeline

Our video pipeline is designed for high-quality, low-latency streaming at scale. We have experience serving thousands of linear and virtual channels, live events and video on demand and can build custom workflows to meet your customer needs.



Video CMS

Our end-to-end platform is powered by a Video CMS that enhances viewers' discovery of content with relevant and personalized experiences. It provides editorial tools and actionable data insights to cultivate engagement and drive monetization.



User Experience

Ready-to-use applications across web, mobile, smartTVs, set-top-boxes and gaming consoles, designed to reduce time to market. Powerful client libraries and player SDKs for building your own rich and immersive user experiences.

The Next Generation of OTT is here!

Quickplay's OTT solution harnesses cloud-native technologies, including containers, microservices, a service mesh, APIs, and immutable infrastructure. The tech stack provides significantly better performance, a modular approach for feature expansion, continuous delivery for rapid iteration, and built-in scalability, observability, and security.

Our Video CMS future-proofs digital distribution by meeting the demands of high concurrency, low latency, and resiliency expected of OTT video, while optimizing cloud infrastructure spend.

High Performance

Maximum operational speed and efficiency, i.e. 10X faster microservices.

Extensible

Ready-made extensions and quick starts for off-the-shelf or custom integrations.

Agile

CI/CD pipeline and deployment automation replace long upgrade cycles with rapid innovation.

Built-in Scalability

Robust, redundant, fail-proof architecture supports live, high-concurrency events.

Lower TCO

Cloud economics reduces costs and effort by 40% or more.



A Video CMS that powers the future of OTT

The Quickplay Video CMS delivers the best of editorial, entitlement, data insights, and AI tools in the marketplace, driving informed decisions for P&L owners, programmers, CPOs, and CTOs.

Datastore

Facilitating discovery through data aggregation, normalization and enrichment

Content **discovery** plays a crucial role for viewers to continue and deepen their engagement levels with complex content catalogs. Our datastore has the capability to simplify large sets of content attributes to make them searchable and programmable for your editorial teams.

- Flexible data models for industry standards and diverse content types
- Metadata aggregation and enrichment supporting multi-languages and heavy volumes of content updates
- Custom workflows enabling entitlements, business rules and audit trail
- Support for multiple content types including VOD, Live and FAST channels

Storefront

Driving personalized editorial with audience targeting and AI recommendation

The right content every time! Personalization is key to a superb user experience and drives utility and accessibility of the application. Our storefront mirrors the end-user application arming programmers with the ability to merchandize content by device and audience type. Our personalization tools allow you to have the consumer experience feel as if it was “made for them”.

- Editorial and programmatic tools for query based content curation
- Recommendation engines based on content similarity, viewing habits, popular/trending signals, real-time sports metadata and A/B testing workflow
- Audience targeting based on zipcodes/DMA's, language, subscription tier and custom attributes
- Automatic policy enforcement to enable blackouts, concurrency and geo-fencing parameters

Insights

Delivering actionable insights with dashboards and decision making tools

Data cannot live in silos! We understand that the connectivity between consumption, subscriber, monetization, and quality of experience data is what drives actionable insights and delivers a competitive advantage to our clients. Operating an OTT service requires constant tuning of thousands of interconnected interaction points to constantly improve the acquisition, engagement, monetization and retention of your users.

Our real-time data pipeline aggregates key data elements across the end-to-end journey.

- Real-time data pipeline infrastructure to consolidate your audience, content, and revenue signals
- Predefined dashboards on key OTT drivers for quality of experience and service, acquisition to churn, audience engagement, content performance and monetization opportunities
- Actionable insights through cohort analysis to identify upsell opportunities, remarketing campaigns, and churn prevention strategies
- Applied data science with AI/ML models trained for specific audience/content to drive continuous engagement and personalization

Our data drives impact. For example, at one of our more recent implementations:

25% increase in subscriber adds

65% increase in streams

40% increase in stream starts per subscriber