



Globecast partners with Viaccess-Orca and MainStreaming for new end-to-end OTT Platform and App development

Paris, 17th June 2021 — As a key part of its ongoing commitment to provide business expertise and technical services that help customers with their ongoing digital transformation, [Globecast](#), the global solutions provider for media, has announced that it has partnered with [Viaccess-Orca](#) (VO) and MainStreaming to provide a new end-to-end OTT platform, app and associated backend infrastructure.

Alessandro Alquati, MD of Globecast Italy, who has been leading the creation of the partnership, said, "Globecast is dedicated to continuing to enhance its OTT solutions portfolio to satisfy demand coming from the OTT market for both live and VOD services as complementary to traditional distribution. It's imperative that when working with our customers we can show the most complete, latest working solutions to them. To do so we have partnered with MainStreaming and Viaccess-Orca who are already experts in providing solutions built specifically for live and VOD streaming."

Having created an initial demonstration version of the app for live content, Globecast handles the encoding of the feeds as per a customer's requirements. The feed(s) is then delivered to the MainStreaming backend via an RTMP or MPEG-DASH stream. MainStreaming's backend transcodes the stream(s), and then they are fully managed by Viaccess-Orca's TV Platform as a Service (TVaaS) which includes on top of the app, the content protection with its multi-DRM solution and the secure player.

For VOD content, it's a similar workflow with the uploading of the VOD content handled by Globecast via an easy-to-use web portal supplied by MainStreaming. After

receiving the on-demand files, MainStreaming encodes them into the specific resolutions and bitrates and then feeds VO's as a service TV platform. Content delivery to end users is handled by MainStreaming's iMDP Service.

The app is fully customisable and is pre-integrated into Viaccess-Orca's TV platform, as an optimized end-to-end solution for iOS and Android mobiles and tablets, and PCs. Channel logos, a visual trailer of each VOD stream, a program guide for each live channel, restart options and the insertion of customised advertising are all supported on the app.

Antonio Corrado, Founder and CEO at MainStreaming. said: "I believe this app allows media companies to accelerate their streaming transformation. We are proud to facilitate this change with our iMDP Service, the first video delivery platform designed for video streaming with sustainability in mind. It strengthens the quality of their video content distribution, ensuring their audience a flawless experience".

We are excited to embark on this new partnership with Globecast and MainStreaming," said Philippe Leonetti, CEO at Viaccess-Orca, said, "Pairing our cloud-based TVaaS with next-gen technologies from Globecast and MainStreaming, we are simplifying the delivery of OTT services, ensuring a superior TV experience on connected devices and allowing operators to quickly monetize their offerings."

Alquati said, "Globecast is the primary point of contact, providing a clear and simple way for customers to reach out. This allows them to focus on their core business while we handle the end-to-end technical aspects. We are helping to open up new business opportunities in a rapidly evolving market, allowing greater content reach and therefore increased revenues."

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About MainStreaming

MainStreaming® is an intelligent media delivery company that empowers media, enterprises and gaming companies to ensure the best Quality of Experience to their audience, through its revolutionary AI-powered technology.

It levels up the viewing experience with its Intelligent Media Deliver Platform (iMDP), the first platform designed to guarantee full governance over the streaming process, the highest Quality of Service and the best Return on Investment.

More information on www.mainstreaming.tv

About Viaccess-Orca

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions for a personalized TV experience. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators shape a smarter and safer TV and OTT experience.

Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries, reaching more than 27 million subscribers.

For more information, visit www.viaccess-orca.com or follow the company on Twitter @ViaccessOrca and LinkedIn.

About Globecast

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 250 networks. www.globecast.com | [LinkedIn](#) | [Twitter](#)

