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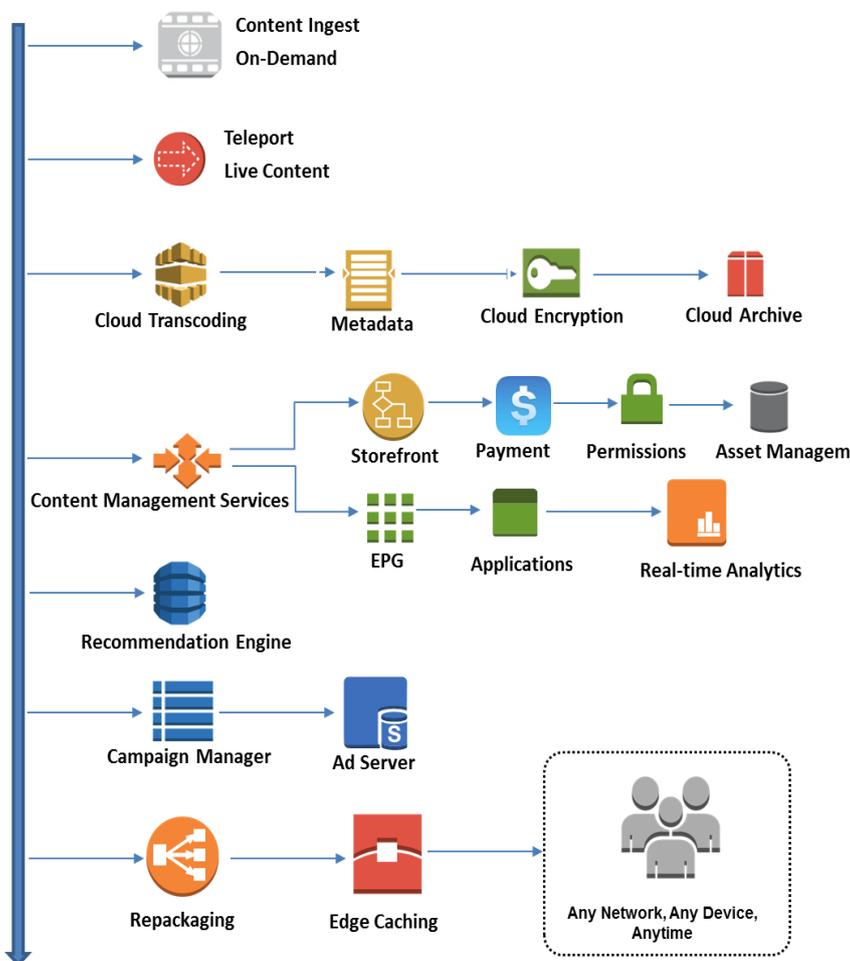
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TV2U TO LAUNCH IVAN-X AS A CLOUD-BASED OPERATOR INTERFACE FOR OTT, WITH WHITE-LABELLED MANAGED DELIVERY SERVICE

TV2U International Ltd (ASX: TV2) is proud to announce the launch of our "iVAN-X" content management middleware solution, as a cloud based OTT white-labelled managed-delivery service from the cloud available to content owners via a simple web based interface.

FEATURES

• A web-based client interface to upload, manage and organize content and metadata, served from the Cloud

• Allows content owners and service providers to present rich, discoverable, personalized content through the creation, distribution and operation of secure live and on-demand services

• Modular SaaS, end-to-end platform for the management and delivery of live and on-demand video based content services to set-top-boxes, PC's, Wireless and CE devices

• Adaptive Bitrate Power, providing viewers with the best quality of viewing experience, no matter what the device or connection speed

• Real-time analytics for live and on-demand video, providing the data required to understand how, when, and where content is seen, consumed and shared by viewers

TV2U's CTO Liaqat Fayyaz said:

"With the emergence of internet television over the past decade and its success in disrupting cable and satellite TV as the main go-to entertainment for consumers, OTT content is having a major impact on the overall industry - not only for consumer but also for Operators, by opening up opportunities for new revenue streams. On the other hand, it's easy to forget that OTT delivery is still highly challenging, expensive to deploy, and full of complexities that requires careful planning and preparation if providers want to obtain maximum benefit in the consumer-driven era of multi-screen Internet TV.

TV2U's recent contract with SOL Telecom and the potential of signing up literally hundreds of ISPs made us think hard about the right model for our go-to-market strategy not just in Brazil, but worldwide. The need to ingest, manage and deliver thousands of hours of local, as well as premium, content started to become a little overwhelming. We had to put on our 'thinking-caps' and we came up with a web-based interface that allows any operator to upload their content to the cloud, where IVAN-X's workflow makes it possible for our clients to quickly and efficiently launch and deliver cost-effective OTT video services. Being device and network-agnostic, IVAN-X enables content to be delivered anywhere, in any format, to any device, across any network, all in a cost-effective way with minimal latency issues".

Andy Brown, TV2U's CEO added:

"IVAN-X will reshape the OTT landscape by making it possible for any content owner of any size - from a community channel in Peru to a major Tier One Operator in the USA, to upload their content via a web interface and within a matter of a few days we will deliver a bespoke consumer-facing app and a 'go-live' service over any network, to any device anywhere in the world. In short, IVAN-X enables organizations to quickly and cost efficiently deliver their own branded service to their customers".

TV2U's Chairman Nick Fitzgerald said:

"IVAN-X will first be deployed for the Brazilian and Indonesian markets, after which it will be offered as an independent global service. We are extending our website to include a section that facilitates this self-managed operation for our customers.

This really helps to address the need to efficiently bring services quickly to market in countries such as Brazil, where we have an incredible interest overall for the uptake of services from the ISP community, and need to think about how we can manage the expectation from a large customer base that want to launch OTT services against our defined business model. Also, it will address an exciting global opportunity for us to exploit services for OTT at all levels of scale, from a Tier One Operator to a very local content provider that wants to service its local community of consumers. If you want to launch an OTT service and get to market quickly, with minimal capital cost to your business – TV2U has the perfect solution to meet your needs."

INVESTOR ENQUIRIES

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ABOUT TV2U

TV2U is a pioneer of innovative technologies and business concepts, empowering its global customer base to increase profitability by generating revenue through cost-effective OPEX models. Our interactive solutions are cloud-based or can be a physically-deployed solution at an Operator's facility. TV2U can deliver any content (video, audio and data) over any network (internet, television, radio, satellite broadcasters), to any device (phone, tablet, television, pc, laptop, gaming consoles).

TV2U's disruptive technologies enable broadcast providers and Operators of all categories (i.e. free-to-air, cable, online, corporate and individual) to maximise their quality-of-delivery, regardless of network capacity or device.