

KIT VOD Store

Enabling a new class of network operator with end-to-end multiscreen video on-demand solutions.

KIT's VOD Store solution is used by Vodafone, Virgin Media and Channel 4 UK to deliver premium VOD movie services and improve customer loyalty.

With KIT digital's VOD Store solution, content providers can aggregate their premium assets into a broadband-delivered VOD store where consumers can easily discover, preview, and watch videos on connected TVs, set-top-boxes, game consoles, tablets, and smartphones, delivered using advertising, pay-per-view or subscription based subscription models.

Our video on-demand solution is implemented through the KIT Video Platform, a proven cloud-based video asset management system that enables our clients to deliver advanced multiscreen video solutions with a high degree of scalability, security, and reliability. The platform's broadcast-grade, modular architecture enables complex integrations that meet the demands of the world's most advanced and large-scale broadband video deployments.

Key Benefits

- Improve customer loyalty with value-added movie services
- Deliver content using studio approved DRM technology
- Own the consumer relationship with direct multiscreen distribution channels
- Leverage ad supported, transactional, and subscription-based business models
- Extend your HD-quality service as a seamless extension of your traditional business
- Offer your customers more flexibility to view anytime, anywhere video as a bundled package



KIT VOD Store

KIT digital provides the service, technology, infrastructure, and 24x7 operational support components to deliver scalable and secure turnkey VOD solutions.

Secure Content Delivery

Control which geographic regions can access and view streamed content. Protect content using Hollywood approved DRM technology and provision of licensed delivery services to allow authorized playout and protection of content.

License Acquisition & Delivery Services

Deliver licenses to end subscribers so that encrypted content can be played (live simulcast and VOD capabilities). Supports Microsoft Windows, PlayReady, and Adobe license services.

VOD Streaming Player

Our player module provides integration points for Advertising Servers and DRM Encryption Services. All of our players support in-web page, pop-out web page, and full screen viewing modes.

VOD Asset Ingest Delivery

Leverage our drop folder with a secure FTP transfer service that allows digital assets (content, trailers, pack shots, etc) to be delivered to the platform.

Asset & Meta Data Ingest Workflow

Configure and manage the lifecycle of ingested content assets, including transcoding and encryption, packing, publishing, revocation, and delivery to CDN origin servers.

VOD Content Management System (VCMS)

Ingest assets and associated meta data via a web-based interface. Supports editing of asset meta data, including pricing and other associated content.

User Identity Management

Make it easy for customers to register, retrieve passwords, and login with subscriber authentication. Extend this service to provide proxy integration services to a customer's existing Subscriber Management System if required.

E-Commerce Gateway

Allow customers to pay for premium content using popular credit cards, PayPal and promotional vouchers.

Website Templates

Select and customize wireframe templates to match your website's look and feel.

Web Content Management (WCMS)

Maintain and update the content and advertisement panels on the website through a web-based administration interface.

Content Search Services

Implement search functionality so that subscribers can search against the Video Meta Data Catalogue and view matching content within the catch-up VOD library.

Content Recommendation Services

Integrate with third-party recommendation services or software solutions.

Content Syndication

Syndicate your content to other platforms through the use of configurable ATOM feeds (pull service) or a push service for metadata and assets in the case of a physical syndication deal.

Download Manager

Provide offline content viewing and HD content delivery across low bandwidth broadband connections.

