

# LIGHTBOX: AN OTT SUBSCRIPTION BASED VOD SERVICE BY SPARK NEW ZEALAND



Lightbox is an OTT SVOD service offering viewers thousands of hours of insanely good TV. The service can be used across multiple devices, including laptop, desktop, iPad, Chromecast, Playstation and Airplay on Apple TV. Xstream MediaMaker™ is the back end engine behind the service and Xstream has had a leading role in creating the OTT SVOD service.

## Customer needs

- Win SVOD – the new ‘basic cable’
- Build strong position before Netflix enters market
- Fast time to market – launch in months from scratch
- Multi screen – serving all popular platforms
- Flexible platform – modularity and customization

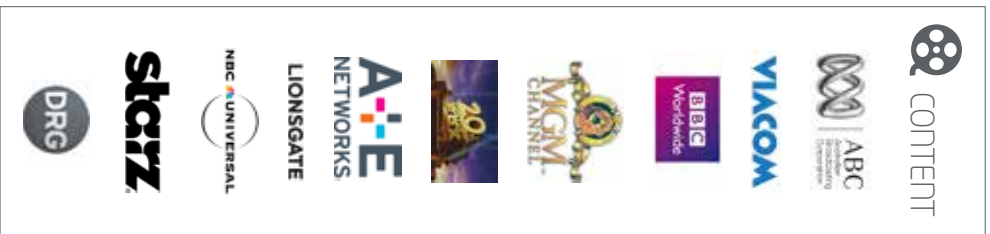
## Key features

- MediaMaker Loading Dock efficiently managing complex supply chain
- Multi screen delivery. Across desktop, iPad, iPhone, Android tablet and phone, AirPlay, Samsung SmartTV, Panasonic Smart TV, PlayStation and Chromecast
- Household management with individual user profiles and parental rating control
- Advanced voucher functionality and backend integration
- Advanced device management restricting devices, location and concurrence

## Results

- Fast time to market. Less than a year from decision to start a new company without any licensing agreements to successful launch in the market
- Market success. High market interest, nomination for awards and recognition in the market as a clear success story
- Thanks to the efficiency of MediaMaker Loading Dock, only a single person needed for creating new quality library of thousands of titles in just a few months
- Highly scalable solution. Dimensioned for automated ingestion with transmuxing of up to 400 new series episodes per day
- Flexible and modular platform with custom extensions based on Xstream MediaMaker™

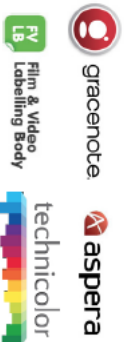
*“Xstream comes with a proven technical strength, an impressive track record of managing high-end, customized OTT and TV Everywhere services and a software that truly sets the company apart from others, enabling us to take our service to the next level today and tomorrow. Xstream has met all our rigorous demands for high-quality and flexibility. Their cloud based video management system, Xstream MediaMaker™, is one of the most complete and flexible OTT platforms we’ve seen in the market, including everything one need to create and manage a complete OTT solution”* said Mike McMahon, CTO at Spark New Zealand’s OTT service, Lightbox.



### MEDIAMAKER LOADING DOCK



- EFFICIENT SOURCING**
  - Series and episodes
  - Metadata
  - Screening
  - Parental rating
  - Fulfillment
  - Aggregation
- AUTOMATED INGEST**
  - Workflow
  - Monitoring
  - Large file transfer
  - Download
  - Image processing
  - Widevine DRM
  - PlayReady DRM
  - Smooth Streaming packing
  - Metadata
  - Archiving
  - CDN
- ASSET MANAGEMENT**
  - Auto discovery
  - Manual fulfillment
  - Bulk operations
  - Downstream publishing



### MEDIAMAKER STORE



- CATALOG MANAGEMENT**
  - Series and episodes
  - Front end management
- EFFICIENT MONETIZATION**
  - SVOD model
  - Subscriber management
  - Payment and orders
  - Credit cards
  - Profiles and parental control
  - Vouchers and coupons
  - Recommendations
  - Analytics and reporting
- RIGHTS MANAGEMENT**
  - Device management
  - Concurrency control
  - Location control



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### MEDIAMAKER PLAY



- MULTI SCREEN**
  - Portals and apps
  - Desktop/web
  - IPad/tablets
  - Samsung Smart TV
  - Panasonic Smart TV
  - PlayStation
  - AirPlay for Apple TV
  - Chromecast
- USER EXPERIENCE**
  - Household management
  - Profiles and parental control
  - Kids section
  - Discovery and search
  - Watchlist
  - Registration and payment
  - Playback
  - Self care and support
- DELIVERY**
  - Origin and delivery
  - CDN
  - Quality of service
  - Analytics

