

# OTT WOW. AND NEXT.



Your viewers love thrilling content, always looking for what comes next. With Red Bee Media's modular managed OTT offering you have the ability to wow those audiences, by delivering the viewing experience that suits them best.

Red Bee's OTT service is a uniquely powerful end-to-end solution, enabling you to stream content to your viewers anyhow, anywhere, anytime and over their favorite platform and device.

We go beyond the here and now to boost your audience, media impact, market share and revenue. This enables you to focus on what truly matters: satisfying your audience and growing your business.

## REDUCE COMPLEXITY, INCREASE EFFICIENCY

Red Bee's world-leading technology and services can manage your whole end-to-end media process; alternatively, we can adapt our integrated modules for an OTT solution that fully achieves your goals.







Our full-stack OTT platform embraces live events, linear channels, catch-up and VoD. Meanwhile, our analytics package lets you monitor audience reactions and behaviour in real time for instant, meaningful insights.



### Red Bee delivers:

- A rapid, reliable and low-cost entry to market
- White-label solutions for instant brand presence
- Adaptable, fully monetized business models
- The power to manage and optimize all your content

## OUR TOP PRIORITY? THAT YOUR VIEWERS TRULY LIVE WHAT THEY SEE.

-  Live content - as good as being there
-  Consistently high quality
-  Enjoy more diverse and original content
-  Ultimate audience experience
-  Relive highlights and magic moments
-  Be the first to get fresh content



Red Bee's OTT gives you ground-breaking capabilities, allowing you to package and launch your channel for live, linear and VoD. These include:

### Explore and expand markets

- Launch your channel in minutes
- Targeted reach, from local to global
- Monetize content
- Enriched content
- Easy to find
- Personalized for your brand
- White label apps available – out of the box for multiple platforms

### Highest quality content

- Outstanding quality, rich with functionality
- Ultra-low latency delivery of live events
- Access built-in for maximum reach
- Instantly adaptable with dynamic scaling
- Dynamic ad insertion
- Live and VoD repackaging, storage and connectivity

### Expertly managed

- Secure, seamless end-to-end process
- Fully-packaged content
- Secure and safe viewer enjoyment
- Flawless integration with your own systems
- Multi-platform delivery
- Total subscriber management
- Always-on global operational support
- Rich SDK for creation of unique end-user experiences

### Real-time insight

- 24/7 live monitoring
- Full analytics reporting
- Real-time analysis and feedback

### Brands delivering WOW with Red Bee include:



Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



### WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then contact us to find out more:

[www.redbeemedia.com](http://www.redbeemedia.com) +44 (0)20 8495 5000



**As a principal sponsor of the 2018 FIFA World Cup, McDonald's wanted a ready-to-use solution to stream the games to their Swedish restaurants.**

With our unique background in live sports, and rapid deployment capabilities, Red Bee were soon delivering the World Cup simultaneously to every McDonald's customer throughout Sweden, in HD quality.

“We needed someone who could deliver the World Cup to our restaurants on a tight deadline and without any glitches.”

**RICKARD BERTHOLD,**  
Digital Lead, McDonald's Sweden.



T-Mobile wanted to maximize revenues across their 80 OTT channels by increasing customer engagement.

The answer was to make it easy for customers to find and activate new channels, with a rich EPG interface that included catch-up VoD.

Red Bee delivered streaming services and backend OTT service management. With improved visibility of content in non-subscribed channels, customers were encouraged to buy new content packages, bringing a significant increase in channel subscriptions.