



PRESS RELEASE

PLANETCAST launches its own OTT platform

- Platform to offer services in B2B and B2C segment
- New OTT platform powered by two decades of broadcast industry leadership

Singapore, May 31, 2016: Planetcast Media services limited (formerly Essel Shyam Communication limited) today announced the launch of its own OTT platform. With the launch of its own OTT platform, Planetcast embarks on a adventurous journey of revolutionizing the digital broadcast industry globally, with its premium digital services.

The OTT offering is the newest addition in the bouquet of services offered by Planetcast for media and entertainment industry. Planetcast (OTT) will offer unlimited entertainment across all mobile devices and web portal. Planetcast (OTT) will offer non stop, full HD content in genres like Action, Drama, Bollywood, Hollywood, News, Kids entertainment and many more.

Commenting on the occasion, **Sanjay Duda, Chief Marketing Officer, PLANETCAST**

said “The launch of our OTT platform is in tandem with the future vision of the company. While we retain our core services, we are creating a whole new digital ecosystem which will be the backbone of the company for next decade, In short, we are creating tomorrow, today.

“PLANETCAST OTT has been specially designed to cater to the need of our existing customers. Our platform will help our customers to add a completely new dimension to their service offering.” he added

While OTT video is one of the fastest growing services on digital platforms, with everyone from traditional media companies to new-age media companies to telcos betting on online video consumption going mainstream.

On the demand side, there is a growing demand for flexibility in terms of type, timing, and place of content consumption. On the supply side, there are a multitude of OTT video services catering to different consumer preferences while declining prices of smartphone and improving mobile broadband infrastructure are removing roadblocks for OTT video consumption.

Digital media services platform offerings include:

Multi-screen Front end Applications

- Experiential best in class UI/UX;
- Live TV/VOD streaming with Adaptive Bit Rate;
- Social media & Push Notifications integration;

Content Management System

- Ingestion of Live and VOD content.
- Content Moderation and Meta tagging
- Geo-blocking, Advance search

Subscriber Management

- Recurring Billing & Invoicing, Subscription Reminders
- Mobile Carrier Billing, iOS in-app Payment.
- Integration with Third party Payment Gateways/Digital Wallet

Monetization

- Subscription for Live and SVOD,TVOD content.
- Integration with third party Ad-network.

Digital Rights Management

- Widevine/ Playready DRM implementation
- Block unauthorized access, iframe embedding, Player embedding;
- DRM integrated player for iOS, Web and Android

Reporting and Analytics

- Daily/Weekly/Monthly content usage
- DRM,CMS,SMS Analytics
- Recommendation based on user behavior



In 1996, Planetcast embarked on a journey to revolutionize the broadcast industry, since then, it has emerged as one of the leading provider of broadcast services in India with growing presence in South Asia.

About PLANETCAST

Founded in 1996 with a vision to revolutionize broadcast industry globally, PLANETCAST (formerly ESSEL SHYAM) has been an epitome of quality and trust for almost two decades. PLANETCAST has the honor of securing first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level.

PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with rapidly growing footprint across Southeast Asia. For more information, visit www.planetc.net

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