



Planetcast forays into OTT segment

Mumbai, October 20, 2016: Planetcast Media Services Limited (formerly Essel Shyam Communication Limited) today announced its foray into OTT segment by introducing its OTT solution targeted towards existing broadcasters and **non-TV content owners**. Planetcast OTT is a new, **turnkey OTT solution** for media companies, publishers and content creators to build advanced OTT app and web based entertainment ecosystem and deploy it in a highly **cost effective** manner.

Planetcast OTT solution is aimed towards **exponential increase in ROI** for broadcasters, media companies, video content owners and publishers who wants to take their content over the top. Planetcast OTT empowers the customers to quickly launch, manage and monetize new OTT offerings.

Planetcast, with its OTT solution will **break the glass ceiling** which prevents passionate media companies and content owners from making **OTT market entry** due to the high cost attached to it. An out of the box solution, it enables the customers to deploy premium OTT experience within the time limit and within their budget. Planetcast OTT solution will have a **simplistic interface** which does not require engineers to manage or build services, Planetcast is very clear about OTT product offering, its to make customer's life simple and hassle free.

Commenting on the occasion, **M.N Vyas, Executive Director**, Planetcast said “Indian market is responding positively towards OTT services and media companies are highly optimistic about tapping into the fast growing opportunity OTT offers. Media companies were not able to do so due to high cost and ambiguity in the market, Planetcast OTT solution will put an end to all this as it will enable the media companies to launch quick, cost effective and easy to manage OTT services across all connected devices.”

Commenting on the occasion, **Sanjay Duda, Chief Marketing Officer**, Planetcast said “The global OTT market is projected to surpass \$64.9 billion by 2021 , its too big a business not to be done. Media companies and content owners can increase their business exponentially through OTT offerings and I am confident that they will find a like minded partner in Planetcast. Our solution is cost effective, easy to deploy and easy to manage. Our two decades of successful broadcast industry operations is the biggest differentiating factor behind Planetcast OTT solution.”

Planetcast will give a sneak peek into its OTT solution at **Broadcast India 2016, Mumbai** at booth number **B-212-1**. The product will be available in December 2016. Meetings can be scheduled at sanjayduda@planetc.net.



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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Planetcast team at Broadcast India Show 2016



Planetcast booth at Broadcast India 2016



Sanjay Duda (left), Chief Marketing Officer, Planetcast, interacting with customers

