



PLANETCAST POWERS LIVE STREAMING SERVICES FOR SONYLIV

Mumbai, October 25, 2018: Planetcast Media Services, a global leader in digital broadcast technologies announced today that it has deployed its latest feed management and publishing platform to power live streaming of sports feed from its PMSL Facility at Mumbai.

As a part of the partnership, Planetcast is using its hi-tech and intelligent feed management platform to receive / downlink around 30 feeds, which are then converted to the house formats (mainly audio shuffling & up-down-cross conversion) before being published in DRM enabled HLS format. A host of other VAS are also provided which include channel branding, SCTE insertion, Playout services with live studio including commentary insertion as well as Time delay & Upload for VoD consumption

Planetcast's live streaming services have been successfully deployed on SonyLIV since FIFA 2018, one of the World's largest sporting event.

Commenting on the development M.N Vyas, Executive Director, Planetcast Media Services said "Planetcast's live streaming platform is instrumental for global sporting events like FIFA, Asian Games as there has been a paradigm shift in the viewing pattern of such events, this shift in viewing pattern has opened up new revenue streams for the broadcasters. Planetcast's live streaming technology is aimed at helping the broadcasters to increase revenue by monetizing their digital viewership".

Uday Sodhi, Business Head, Digital at Sony Pictures Networks India Private Limited (SPN) said, "There has been a paradigm shift in the viewing pattern of sporting events in India. For SonyLIV it is of paramount importance to deliver a premium video streaming experience to our audience and Planetcast has played a pivotal role in achieving that goal. Planetcast has not only provided the latest technology but also brought in their decades of expertise in the TV broadcast sector to keep us ahead in such a highly competitive space."

PLANETCAST's streaming service is the professional-grade service for streaming media to audiences of any size on any device, reaching global audiences with high-quality, custom-branded videos— with no additional infrastructure. Our solutions are designed to support streaming needs for multi format (android, Windows, iOS etc.) and multi device (Tablets, PC or smartphones etc.) uni/multi-cast streams with multiple capabilities of formats and video players.



About PLANETCAST

Founded in 1996 with a vision to revolutionize the 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 the 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 a rapidly growing footprint across Southeast Asia. For more information, visit www.planetc.net

About SonyLIV

SonyLIV is the first premium Video on demand (VOD) service by Sony Pictures Networks' (SPN) providing multi-screen engagement for users on all devices. Launched in January 2013, it enables users to discover 20 years of rich content from the network channels of Sony Pictures Networks' Pvt. Ltd. It also provides a rich array of movies, strong line-up of events across all sports, shows, music, product reviews.

With over 82 million app downloads so far, SonyLIV is the first amongst its competition to provide original exclusive premium content. As a true pioneer in its space, SonyLIV launched India's first-ever original show exclusively for the online platform. With #LoveBytes, it became the country's first digital video-on- demand (VOD) platform to introduce an innovation of this nature. Streaming the biggest football tournament, the 2018 FIFA World Cup Russia and making SonyLIV the most preferred online destination for football fans. SonyLIV also live streamed the India tour of South Africa, India tour of England and is all geared up for the India tour of Australia in November 2018.

SonyLIV has a wide array of English content with award winning shows like The Good Doctor, Mr. Mercedes, Damages, Counterpart and more. www.sonyliv.com

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