

Managed Codec Migration + Video Infrastructure for OTT Platforms

Cut your video delivery cost by half. First library live in 7 days.

FACT SHEET • 2026

30–50%

TCO Reduction

7 Days

First Library Live

\$0

Royalty Exposure

8–14 mo

Payback Period

99.95%

Platform Uptime SLA

WHAT WE DO

- Re-transcode your VOD library from H.264/H.265 to VP9 (royalty-free) with AV1 where devices support it
- Retain full AVC fallback ladder-nothing breaks on legacy devices
- Deliver through your existing Akamai CDN-same config, same contracts
- Include Multi-DRM orchestration (Widevine, FairPlay, PlayReady)
- Run 24x7 managed operations with SLAs, VMAF automation, and cost telemetry
- One contract, one invoice, committed-savings clause

THE ECONOMICS • ILLUSTRATIVE AT 10M DAU

Cost line	Before	After	Saving
Codec royalties	\$1.2M	\$0	-100%
CDN / bandwidth	\$18.0M	\$12.6M	-30%
Storage + transcode	\$5.0M	\$3.6M	-28%
Total run-rate	\$24.2M	\$16.2M	-\$8M/yr
PAYBACK		YEAR-1 NET BENEFIT	
8–14 months		\$4–6M	

CODEC LICENSING ALERT

- \$4.5M** new H.264 cap (was \$100K)
- +25%** HEVC rate hike, Jan 2026
- June 30** deadline to lock old rates
- VP9+AV1** now targeted by VDP pool

PLATFORM COMPONENTS

- **Re-transcode Engine** VP9 primary, AV1 additive, per-title ladder optimisation
- **Live Shadow Encoding** Deploy on live channels without traffic, validate before cutover
- **Multi-CDN Delivery** Akamai primary, CloudBridge egress optimisation
- **Multi-DRM** Widevine L1/L3, FairPlay, PlayReady -single orchestration
- **VMAF Quality Automation** Auto-QA on every asset, delta flagging below quality floor
- **Cost Telemetry + NOC** Real-time dashboards, 24x7 ops, <15 min P1 response

BUILT FOR

- **OTT Platforms** 500K+ DAU, VOD-heavy, H.264/H.265 libraries at scale
- **Sports Streaming** Concurrency spikes, live encoding, CDN cost per-match
- **Broadcasters D2C** New direct-to-consumer launches on royalty-free codecs
- **News + FAST** 24x7 linear delivery, tight margins, sub-2s startup latency

TRUST + COMPLIANCE

- Multi-DRM: Widevine L1/L3, FairPlay, PlayReady
- Forensic A/B session watermarking
- ISO 27001 aligned, annual audit cycle
- GDPR + DPDP ready, data residency controls
- GCP primary, AWS / on-prem supported
- 99.95% uptime SLA, <15 min P1 response

NEXT STEP

30-day paid pilot • 10–50 TB of your library • VMAF benchmark + bandwidth delta + calibrated cost model

MultiTV Solution FZ-LLC • Confidential • All figures illustrative; actuals calibrated during audit phase.

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