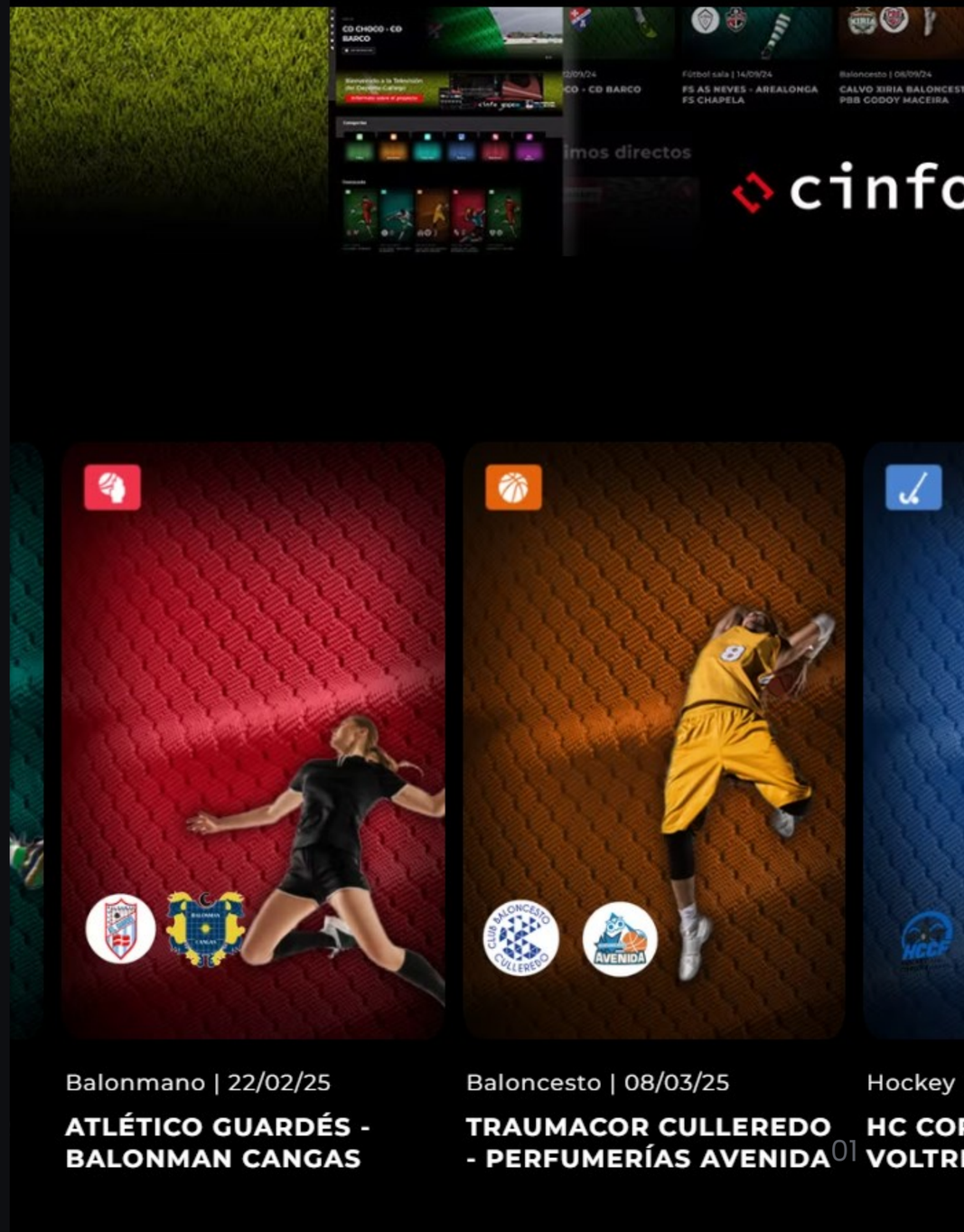
PRODUCT · TIIVII SUITE

tiivii OTT

Your own streaming platform, under your brand, on every screen.

Live, linear channels and video on demand, with built-in monetisation and AI enrichment.

cinfo



THE CHALLENGE

Your content builds the audience; third-party platforms keep the relationship

Publishing on someone else's platform is easy and cheap — until you realise the viewers, the data and the revenue are not yours.

01

The audience is not yours

The viewer belongs to the platform. With no first-party data there is no segmentation, no direct communication and no loyalty.

02

Capped, shared revenue

A third party sets the split, and your content sits next to advertising you did not choose.

03

Building an OTT looks out of reach

CMS, video management, CDN and an app per TV platform: integrating five vendors blows up cost and time.

WHAT IT IS

A white-label OTT platform, ready to publish in weeks

tiivii OTT brings CMS, video management and CDN together in a single cloud product: you upload or produce the content and it is published automatically on web, mobile and connected TVs, always under your brand.

- A CMS with full editorial control of the catalogue and of how the apps look.
- An OVP with HLS and MPEG-DASH streaming, adaptive bitrate and clipping.
- A scalable multi-tier CDN that integrates with the main CDNs on the market.
- More than ten platforms published and running with real customers.



HOW IT WORKS

From your catalogue to every screen, in four steps

The platform is already built and proven; what we tailor is the brand, the catalogue and the business model.

01

Brand it

We set the design, menus, artwork and domain. The platform ships under your brand, not ours.

02

Fill it

Upload your catalogue from the CMS, or connect tiivii automatic production so live events arrive on their own.

03

Publish it

Web, iOS, Android, Samsung, LG, Apple TV and Android TV from a single content load.

04

Monetise it

Switch on subscriptions, pay-per-view, advertising or sponsorship, and mix them as you wish.

FEATURES

Everything a professional video platform needs

- **Live, linear channels and VOD**

  Mixed content on one platform: live, on demand, linear channels, 360 video and AR/VR scenes.

- **Apps on every device**

  Web, mobile, Samsung, LG, Apple TV, Android TV and Firestick, same catalogue and same brand.

- **Advanced player**

  Pause live, return to live, rewind, and markers on the progress bar to jump to the highlights.

- **Dolby Atmos sound**

  Immersive audio built in, the same technology deployed with the Dolby team on Oh!Jazz.

- **AI enrichment**

  Video previews, thumbnails, subtitles, transcription and translation generated automatically.

- **Interactivity and community**

  Live chat, polls, ratings and time spots that trigger actions inside the video.

- **Built-in marketplace**

  E-commerce inside the platform: merchandise, tickets or experiences linked to each video.

- **Analytics and Big Data**

  Audience measurement, reporting and recommendations based on how your platform is really used.

BENEFITS

Own your content and your audience

01

A direct relationship

Every viewer is yours: first-party data, segmentation and communication with no middleman.

02

New revenue

Four monetisation models you can combine on the same catalogue, with no imposed revenue split.

03

Your own brand

Your design and your rules on every screen, with no third-party logos or policies.

04

One single vendor

CMS, video management and CDN from one vendor, with 24/7 operation and support.

INTEGRATIONS

It fits what you already run

Every capability in the tiivii suite is available through APIs so you can wire it into your own systems.

tiivii automatic production

Events produced at the venue land in the platform with no manual step.

REST APIs

Catalogue, users, live events and metrics reachable from your own systems.

Payments and subscriptions

Sign-ups, pay-per-view, coupons, annual discounts and trial periods.

Social networks

Native publishing and sharing of clips and links straight from the player.

Market CDNs

Integration with the main CDNs alongside our own multi-tier CDN.

IoT and gamification

Game mechanics and device integration to reward viewer loyalty.

PLANS

Choose the reach of your platform

Essential

TO START ON WEB

- Web interface
- 2 TB storage
- 4 TB traffic
- 2 concurrent live events
- CMS and analytics

€12,000 setup · €24,000 / year

Professional

WEB AND MOBILE APPS

- Web interface
- iOS and Android apps
- 10 TB storage
- 25 TB traffic
- 8 concurrent live events

€18,000 setup · €50,000 / year

Premium

WEB, MOBILE AND TV APPS

- Everything above
- Smart TV apps
- 20 TB storage
- 50 TB traffic
- 16 concurrent live events

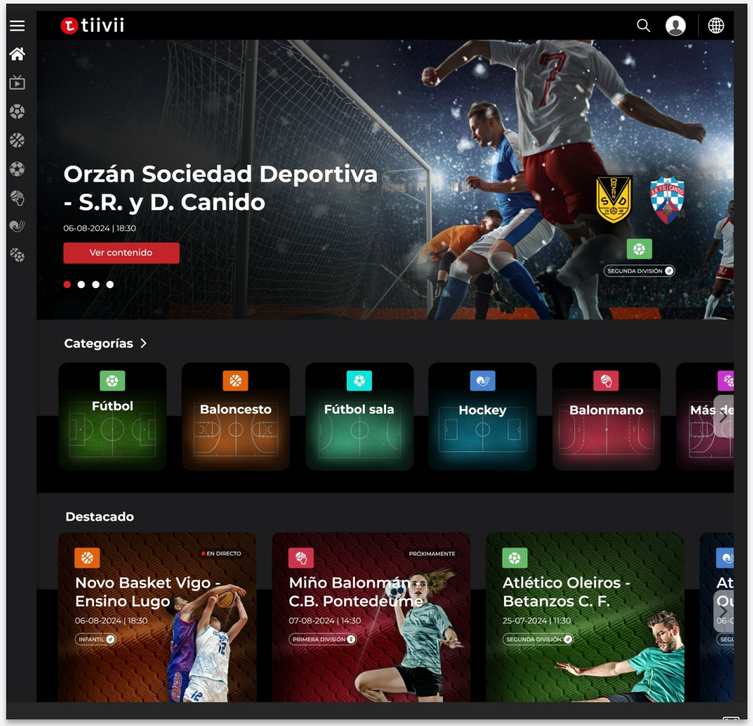
€24,000 setup · €90,000 / year

cinfo

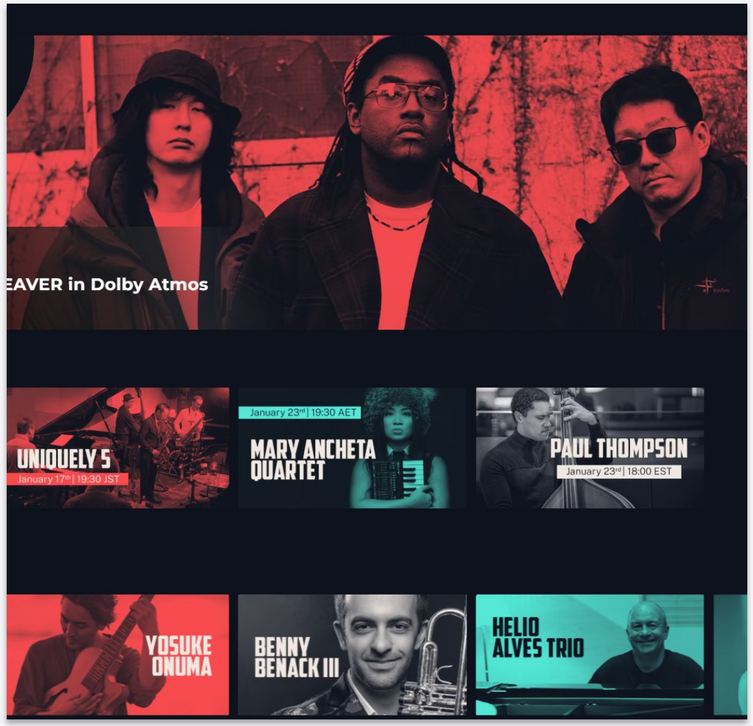
Indicative prices, VAT excluded, to be reviewed in each proposal. Additional sub-brands or tenants on the same core from €6,000. The final deployment is quoted on traffic, concurrent live events and apps.

GALLERY

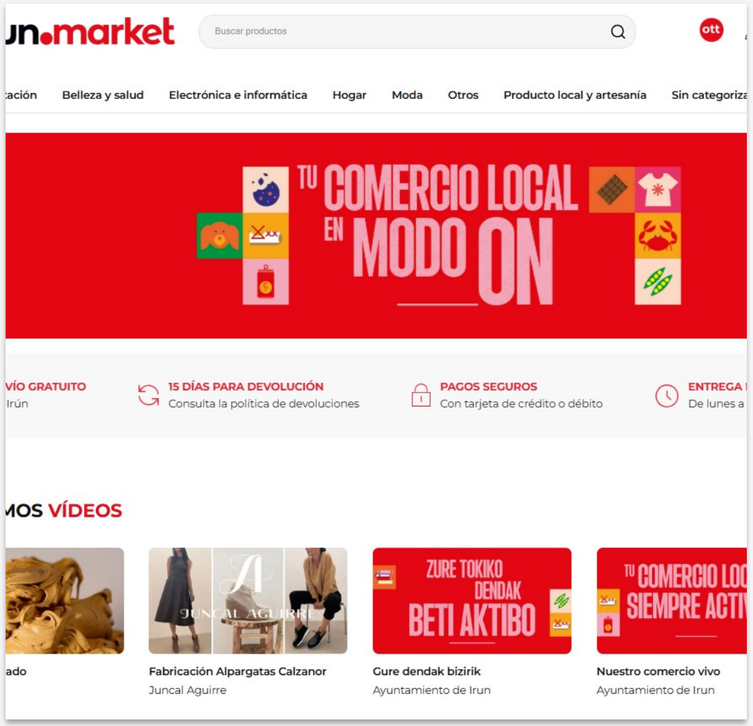
Platforms in production



Club interface with live events, VOD and highlights.



Oh!Jazz, the jazz OTT with Dolby Atmos sound.



Irún Market: local commerce and video on one platform.

CASE STUDIES

Platforms already broadcasting with cinfo

OK LIGA TV

The OTT of top-flight rink hockey

Platform for OK Liga, OK Liga Iberdrola and the Spanish Roller Sports Federation competitions, with live, VOD and special content integrated with TV3, Xarxa and Teledeporte feeds.

https://okliga.tv

OH!JAZZ

The world's leading jazz OTT

A global live music platform with immersive Dolby Atmos sound, integrated alongside the Dolby team.

https://www.ohjazz.tv

TIIVII.GAL

Galician sport, every weekend

More than 400 matches every weekend and over 71,000 registered users on the same platform, fed by automatic production.

https://tiivii.gal

CINFO IN NUMBERS

Technology proven at scale

+10

OTT platforms published and running

180.000

monthly views on tiivii.tv

+71.000

registered users on the platform

24/7

platform operation and support

FREQUENTLY ASKED QUESTIONS

What clients ask us before signing

How long does it take to go live?

A standard deployment with web and mobile apps goes live in weeks, not months: the platform is already built, and what we tailor is the brand, the catalogue and the monetisation.

Do I own the content and the data?

Yes. The platform runs under your brand, and both the catalogue and the audience data are yours. cinfo acts purely as the technology provider.

Which devices does it support?

Web, iOS and Android mobiles, Samsung, LG, Apple TV, Android TV and Firestick, all from a single content load.

Can I charge for the content?

Yes, and in several ways at once: subscriptions, pay-per-view, preroll, midroll and endroll advertising, sponsorship and e-commerce.

Do I have to produce the live events?

Not necessarily. tiivii OTT integrates with cinfo automatic production, which broadcasts events from the venue with no crew on site.

Can I run several brands on one platform?

Yes. Independent platforms for each league, club or customer are deployed on the same cloud OTT core, without duplicating infrastructure or cost.

WHO IT IS FOR

Who gets the most from their own OTT

01

Federations and clubs

Full competitions live and on demand, with season passes and local sponsorship.

02

Telecom operators

An in-house TV service that differentiates fibre and mobile bundles and cuts churn.

03

Broadcasters

Exclusive local content and owned apps for every screen, integrated with the operator's systems.

04

Institutions and brands

Cultural, corporate or community channels with video, commerce and community in one place.

LET'S TALK

Let's publish your platform this season

Tell us what content you have and where you want it. We will prepare a demo under your brand and a proposal sized to your volume.

Request a demo

See platforms in production

CONTACT

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