

## CANAL DIGITAL: CREATING A STATE-OF-THE ART VOD SERVICE FOR ALL CONNECTED DEVICES



### **Canal Digital**

#### Goal

Canal Digital wanted to create a VOD service, which would allow their customers to rent videos and TV series on any connected device. They wanted their solution to combine the best technologies and minimize the need for human resources.

#### Solution

We created a state-of-the-art 3600 solution, named Canal Digital GO! Based on MediaMaker, this also includes advanced apps for Connected TVs and set-top-boxes.

Importantly, MediaMaker is deeply integrated with Canal Digital's own CMS and other CMS systems – this not only ensures Canal Digital can track customer behavior it also delivers a highly cost-efficient, automated workflow

Furthermore, the integrated shop module allows Canal Digital GO! to optimize revenue by creating and managing customer accounts, well as products, prices and vouchers.

#### Key Modules

- Baseline Silverlight Player
- External Upload
- DRM/ Rights Management
- Shop and Payment
- Live Management
- Engagement Analytics
- Domain Control
- Trailer
- Series

#### Results

The TV Everywhere service that provides video on demand and live content has now been launched in all the Nordic countries, in the relevant languages.

**See the solution at: [Go.canaldigital.dk](http://Go.canaldigital.dk)**

"After a wide evaluation we decided to go with Xstream: Their online video platform, MediaMaker, is as simple, future proof and intuitive as it gets."