xstream
MOVE FASTER

LIGHTBOX:
AN OTT SUBSCRIPTION BASED VOD SERVICE
BY SPARK NEW ZEALAND

Lightbox is an OTT SVOD service offering viewers thousands of hours of insanely good TV. The service can be used across multiple devices, including laptop, desktop, iPad and Airplay on Apple TV. Xstream MediaMaker™ is the back end engine behind the service and Xstream has had a leading role in creating the OTT SVOD service.

Key features in the solution created and deployed by Xstream includes

- Xstream MediaMaker™ including key modules such as:
    - Ingest module
    - Shop & Payment module
    - Assets & Device Management

- Playready & Widevine DRM
- OTT loading dock service
- Advanced Voucher integration & functionality
- Advanced parental control

- Integration with third party systems, including:
    - Gracenote for metadata
    - Technicolor for assets
    - IP Payments
    - Mandrill for e-mails
    - Amazon for hosting
    - Akamai for CDN
    - Accedo for frontend apps

"Xstream comes with a proven technical strength, an impressive track record of managing high-end, customized OTT and TV Everywhere services and a software that truly sets the company apart from others, enabling us to take our service to the next level today and tomorrow. Xstream has met all our rigorous demands for high-quality and flexibility. Their cloud based video management system, Xstream MediaMaker™, is one of the most complete and flexible OTT platforms we've seen in the market, including everything one need to create and manage a complete OTT solution" said Mike McMahon, CTO at Spark New Zealand's OTT service, Lightbox.

LIGHTBOX

AN OTT SVOD SERVICE BY SPARK NEW ZEALAND

Spark

xstream
MEDIAMAKER™
BACKEND

CONTENT

ABC Australian Broadcasting Corporation
BBC Worldwide
VIACOM
MGM CHANNEL
20th CENTURY FOX
NETFLIX
A+E NETWORKS
LIONSGATE
NBC UNIVERSAL
Starz
DRG

INGEST

INGEST
Workflow
Down/Upload
Screen
Enrich
Loading dock
Catch-up

ENCODING
Transmux
Transcode

DRM
PlayReady
Widevine
Conax

CATALOGUE
Metadata
EPG

technicolor
gracenote
FV LB Film & Video Labelling Body

MANAGE

ASSETS
Series
Live
Movies
Trailers
Ads

CATCH-UP
Start-over
Time-shift

DOMAIN
Parental control
Device management
Concurrency
Multi country
Multi currency

MONETIZE

SHOP
SVOD (subs.)
TVOD (PPV)
FVOD (free)
AVOD (ads)
ppv Live

PAYMENT
Vouchers
Credit cards
SMS
BSS/OSS

ADVERTISING
Mini CMS
Overlays
Pre/post roll

IP Payments
MANDRILL

ANALYZE

ANALYTICS
Shop analytics
Reporting
Live stats

RELEVANCE
Recommendations

USAGE
Traffic
Storage
DRM
Encoding

amazon webservices™

DELIVER

Video server
Origin Server

CDN — OTT (Internet) — CDN
Mobile 3.5G, 4G (LTE)

Akamai

PLAY

accedo