Traverse is an OTT platform and Content Delivery Network.

OTT (over-the-top) has changed the world of video and content delivery and we aim to change your OTT experience.

Mass Exposure

A platform designed for content creators to reach large global audiences on popular platforms whether on smartphones or living room TVs.

We provide a comprehensive all-in-one technology platform that enables you to start, maintain, and monetize your own independent Internet TV channels and networks distributed across all popular platforms.

Combined with our web, mobile, and smart TV apps, our software platform allows everyday video creators to transform their content into full-scale internet TV networks, with easy management of streaming and on-demand content from a single dashboard.

The Platforms

Easily expand your reach to millions of potential viewers with access to the likes of Roku, AppleTV, Fire TV and mobile apps. With Alphasync, your video library will seamlessly sync across all apps. Reducing the need for constant uploading across multiple sites.
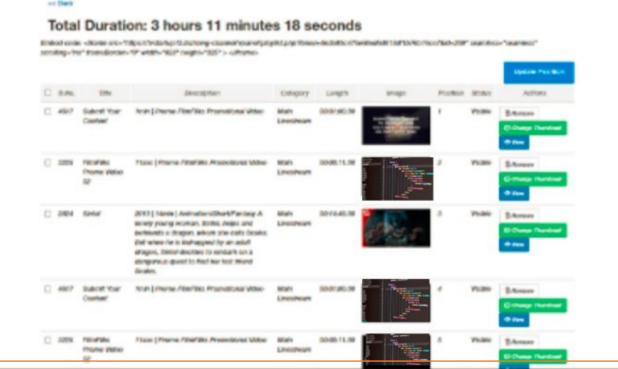
Master Control

The Channel Management Dashboard gives you and your team full control of your video content. You can:

• Organize your videos into Categories

• Create and Schedule Live Linear Playlists

• Stream Live Broadcasts

• Restream to Social Media sites

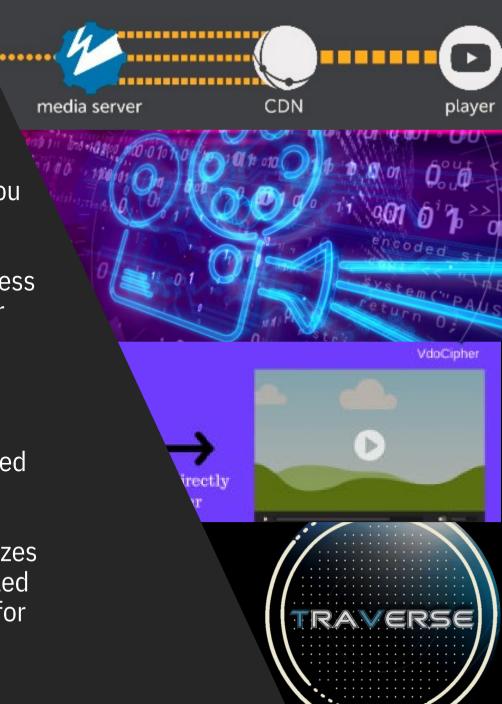Total Duration: 3 hours 11 minutes 18 seconds

HLS Encryption & Security

We take great care in the security of your videos, especially when you are requiring a subscription account to access them.

We place restrictions to limit the number of unique IPs that can access a subscriber's account, prevent sharing of user accounts, place your site under SSL security, integrate brute force attack protection, and give you full administrative access as the channel owner to manage and control the status of each user account.

The HLS is secured through multiple layers of encryption in a distributed environment.

Since the content is delivered to several edge networks, this minimizes the effectiveness of a direct cyberattack. Content storage is firewalled from standard network access adding a layer of additional security for your content.

media server

CDN

player

VdoCipher

TRAVERSE

Monetization

Offer your content free, or setup subscription-based access to your videos and live streams

- Your videos can be locked behind a paywall where you can charge a monthly, annual, or one-time fee for accessing the content.

- You can also require that user's signup for a free account to gain access to your videos.

AVOD – generate revenue with Advertising

- Pick your placement: we offer advertising campaigns for single, multiple or hybrid campaigns.

- Getting traction on Roku but not Amazon fire, just run your ads on Roku.

- Want to run your ads on all platforms, we provide a single point of access for you to deploy your advertisements to all from one screen.

- Time your ads: want to run ads before a stream starts or after, we can do that!

- We offer you the ability to post your ads where you see fit. Want commercial breaks reminiscent of network TV, we can do that.

- Need help or don't want the responsibility of creating, managing and optimizing your ads, we can help with that!

- Guaranteed IO (insertion orders) are a fixed price, with set impressions typically based on reach and frequency.

- Data-Driven Programmatic (DDP) allows advertising agencies to maintain the controlled targeting of ads but does not guarantee set impressions.

OTT Advertising Companies support multiple data formats. We have built our platform to accommodate the technical requirements of todays most prevalent technology with an eye on the future.

Expansion Roadmap

Information is the new revolution and there are millions of untapped viewers on the planet. When designing the network infrastructure, we used this knowledge as our guide marker.

Where we're heading:

- Interoperability with existing set top boxes

- Ongoing negotiations with "premium networks"

- SmartTV integration at the manufacturer level

What does that mean for you:

- Immediate access to 190 countries

- Demographic data for ad optimization

- Deeper Market Penetration with a potential for millions in market reach with saturation studies and targeting marketing.

- Comprehensive agreements with local broadcast companies

Pricing

Our platform was designed with content creators in mind to remove the boundaries to reach viewers and let content creators focus on creating content and not the hassle of managing a channel, advertisers or network distribution.

What's Included:

Media Services Provided: Master Control, Live Linear, Channel management, and content distribution

Products and Service:

OTT Channel Feeds (Live Linear 24/7 OTT Channel)

Progressive Web App (PWA) (Includes App, Website)

Third Party integration for Endpoints (Roku, Amazon Fire, Apple TV and Play Store).

Advertising integration.

Live Event Stream for the Live Linear 24/7 channel provided on a scheduled basis.

Pop Up Ads Secured

On Demand Channels matching Live Linear 24/7 channels and pay per view

Configurable CDN Access

Managed CDN Storage

24/7 Support & Security & Monitoring