iVANX

A FULLY MANAGED SOLUTION FOR THE FUTURE OF OTT TV

TV2U's Intelligent Video Accessible Network (iVAN-X) platform is the fastest and most cost-effective way to launch a scalable white-label OTT TV service with enhanced monetisation capabilities straight out the box.

WHY IVANX?

Competition in the streaming space is fierce. Yet the opportunities it holds for unlocking new revenues cannot be ignored.

Winning fans through OTT TV depends on launching quickly with an immediate content offering. As no two viewers are the same, it also requires a platform that's optimised to each individual's preferences.

Generic content recommendations and advertising suggestions are old hat. They don't encourage long term engagement and don't drive new revenues; resulting in customer churn and a fluctuating bottom line.

Providing a better service with its roots set in deeper insights (based on device, network, user demographic, and individual viewer preferences) is the future. TV2U's iVAN-X platform is the solution you've been looking for – making it incredibly easy to monetise live and video on-demand content through a seamless multiscreen experience.

iVAN-X is live with some of the world's largest mobile operators and internet service providers.

DISCOVER WHY
IVAN-X IS THE ONLY PLATFORM YOU NEED

Advanced Content Management

Full control over your assets with a feature set including on-the-fly encryption and encoding / repackaging.
Securely host in the cloud or use in-house branded infrastructure.

Transform The Way You Monetise

Benefit from TV2U's world-first account and device detection encryption technology – the future of live video advertising and content security – and give your customers flexibility with pre-integration for all major payment channels.

Cost-Effective, Fast Launch

Forget long deployment schedules and up-front IT costs. With our cloud-based platform, you can launch an advanced multiscreen OTT TV service and start delivering content to consumers immediately.

White Labelled CMS

Effortlessly manage your content across all devices with our advanced web portal. Brand it your way with full control over the look and feel

Delight Your Customers

Bring viewers extra functionality such as push notifications, content alarms and reminders, parental controls, multi-language support, and social networking integration, delivered via a powerful UI with an engaging user experience.

Ingest From Anywhere

Ingest media from satellite, cable, live feeds or stored VOD content, and introduce new capabilities such as catch-up functionality straight out the box.

Any Device, Any Network, Any Time

Leave low-quality streaming behind. Network and device agnostic, iVAN-X is designed for reliable and efficient content delivery across even the most congested networks. Equally, our scalable cloud infrastructure is resilient and secure, with end-to-end SLAs and comprehensive technical support.

Offer A Complete User Experience

Intelligently manage content and create a customised viewing experience with iVAN-X's back-end dashboard and suite of responsive apps for all major operating systems, purposefully created to maximise engagement. Reach consumers on the web, mobile devices, set-top boxes, smart TVs, and gaming consoles all at once.

Unrivalled Data Analytics

Maximize engagement and revenue with better data insights. Know your customers on a much deeper level with our unparalleled and industry-leading insights platform, complete with predictive analytics and granular consumer profiling. Our analytics are real time, offering an end-to-end view of your audience, their habits, and what assets are driving the bottom line.

World-Class Video Player

Give your viewers a seamless experience across all platforms, browsers, and devices. Our powerful player ensures high quality streaming anywhere, at any time

Dedicated IOS And Android Apps

Get a native Android and iOS app with your own branding for screens of all sizes

Android Set Top Box Support

Complement your app suite with a dedicated set-top box offering

iVANX

Content Analytics

Track and analyse the performance of your content. Find out what's keeping your users engaged for the longest and what content is driving the greatest revenues

Advance Reporting

Generate detailed revenue, usage, and content engagement reports through iVAN-X. Use this data to fuel your content acquisition decisions

AES-128 Bit Encryption

Ensure your content is protected at all times with our powerful 128-bit encryption algorithm

Device Management

Take control over how users access your service by imposing device limits and account restrictions

Metadata Management

Add detailed metadata to your content. Help users discover what they want to watch across any platform

Sign Up & Sign In Control

Make sign-up convenient for your users with a range of options, including email and social media registration

Geo Zoning

Effortlessly restrict the audience for your content to certain countries, or go more granular such as city or state

CDN Support & Integration

iVAN-X provides pre-integration for industry-leading CDNs (including Akamai, Amazon CloudFront, and Cloudflare) to reliably deliver your content anywhere in the world

Live Radio Streaming

Launch and stream live music, sports, and other radio stations instantly. Radio can be offered as a free value add or under the same monetisation models as video content

Monetisation Control

iVAN-X supports several monetisation models including ad-supported VOD (AVOD), subscription VOD (SVOD), transactional VOD (TVOD), and pay-per-view (PPV). Pick-and-mix for different content assets to fit your needs

Full Payment Gateway Support

Integrate your preferred gateways and easily collect payments in any currency

Chromecast Functionality

Let users put their favourite movies and TV shows on the big screen. Enjoy built-in Chromecast support on your website and mobile apps

Parental Control

Simple yet powerful parental controls are built into iVAN-X. Restrict child accounts based on content genre, time of day, and more

Apple In-App Purchases

Support in-app transactions. Give users easy access to content via any monetisation model, directly through their iOS account

Direct Carrier Billing

Let your users pay via direct carrier billing through TV2U's mobile number registration functionality

iVANX

Vouchers

Generate special vouchers to reward your most loyal users and provide content offers

Customisable Templates

Choose from a collection of flexible pre-designed templates that can be edited in real time to meet your needs

Multi Lingual UI

Speak the language of your users. Launch your service in multiple languages at the same time

Cast & Crew Library

Manage additional cast and crew information from a central hub

Video Library

Bulk upload your content using our CMS. iVAN-X will transcode on the fly and make it instantly available to stream

Localise Your Content

Add subtitles to your content in just a few clicks

Content Restriction

Choose where users can watch your content. Restrict certain assets to web, certain mobile devices, set-top boxes or vice versa

Electronic Program Guide

Keep your users in the loop by bringing an EPG to your OTT service

My List

Let users track their favourite content in one place

Watch History

iVAN-X retains the watch history of your users, making it convenient to pick up where they left off previously

Content Sorting

Sort and display your content assets in the most engaging way. Choose from release date, alphabetic order, and more

Filter Content

Offer filters to help users find the content they're looking for

Content Category

Create and display customisable categories and rows to promote premium content to users

Schedule A Recording

Let your users control the live content schedule. They can record their favourite TV shows and watch later at a convenient time

Promotions & Coupons

Generate promotional codes and coupons to offer discounts

Comprehensive, Human Support

Around-the-clock support for you and your users

Ticketing System

Provide advanced customer support by offering a fully integrated, trackable, and manageable ticketing system

iVANX

Stream Live Channels

Stream local and international live channels anywhere, on any device

Live Channel Catch-Up

Offer extra convenience to your users with automated catch-up functionality for live broadcasts

Program Alarms

Send notifications and let users send alarms through iVAN-X when their favourite shows are on air

Advanced Mobile Sign Up & Sign In

Customisable mobile number sign up and sign in is a unique feature for iVAN-X

Content Banners

Draw users in. Promote your best content with our banner templates, customisable to your brand guidelines and requirements

Content Searching

Help your users find their favourite content using iVAN-X's powerful content search engine embedded into the app suite

Notifications

iVAN-X includes a pre-integrated notification engine. Update your users about new content arrivals or send other custom notifications

Email Templates

Pre-defined email templates to handle everything from user marketing messages to subscription renewals

Adaptive Bitrate (ABR) Streaming

Defeat buffering by using TV2U's advanced ABR technology. Deliver over any network and adjust content quality on the fly in line with each user's bandwidth

Content Piracy Protection

Protect your content using TV2U's unrivalled studio-approved multi DRM technology

Advanced Recommendation Engine

Keep your viewers engaged for longer and fight churn with TV2U's world-class analytics-based recommendations engine

Analytics Dashboard

iVAN-X includes a cross-device analytics dashboard straight out the box. You'll have a full view of what content your users engage with the most

User Insights

iVAN-X gives in-depth knowledge of user behaviour. The platform tracks and records viewer activity, real time content sessions, device usage, and content engagement

Migration Assistance

Moving from another platform? No problem. Ingest your systems, videos, and customer data with a few clients. You'll have access to a dedicated customer support line should you need it

Knowledge Base

Help users get the most out of your service with built-in knowledge base and FAQ functionality

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