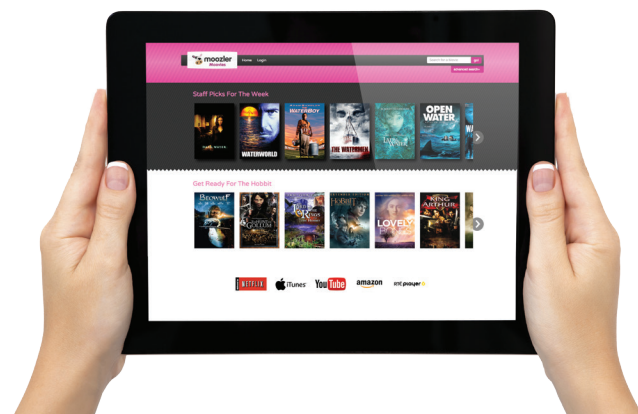


Mobile Video Platform

Video Catalogue Aggregation

vennetics
VIDEO ON DEMAND MADE EASY

All the latest TV Shows
and Blockbuster Movies
in one place.



Mobile Video Platform - Makes Video on Demand Easy

Vennetics is integrated with the leading and most popular Video on Demand (VoD) providers such as Netflix, iTunes, Amazon Prime and YouTube Movies. This enables us to provide a cost effective, white label, multi-screen VoD solution powered by the latest movies and TV shows.

Vennetics Mobile Video Platform brings together a combined view of the most popular VoD services and uniquely curates the video content across multiple VoD catalogs into one easy to use storefront.

NETFLIX **amazon.com** **Apple iTunes** **YouTube** **vimeo** **BBC iPlayer** **hulu**

Customer Benefits

1. Improve Content Discovery

Multinational VoD providers struggle to provide a video storefront that is pertinent to the local market. The result being customers often go somewhere else to make a purchase.

Quick content discovery is a key determinant to your VoD service success. Mobile Video Platform enables you to present a more contemporary and relevant video storefront that is more in-tune with the viewing tastes and preferences of your local market.

2. Remove Browsing Fatigue

Viewers no longer need to search each VoD catalogue separately. Mobile Video Platform provides a combined view of the most popular VoD services and uniquely curates the video content from the catalogs into one easy to use converged storefront.

3. Enable Price Comparison

The Mobile Video Platform search result presents the selected movie's availability across all the major VoD catalogues with an immediate price comparison, ensuring your customers always get the best price option.

Operator Benefits

1. Extremely Cost Effective

Our innovative cloud based OTT approach removes the expense normally associated with VoD; such as platform development, transcoding for clients, enforcing strict DRM, and the need to purchase expensive movie content from studios.

We leverage the content from the leading VoD providers and work closely with you to deliver a cost effective Video on Demand service that will exceed the evolving entertainment needs of your customers.

2. New Revenue Stream

Every movie purchased or gifted from Mobile Video Platform earns a revenue share from the particular VoD provider the movie or TV show has been sourced from.

In general Transactional-VoD providers such as Apple iTunes pay a commission on all movies purchased or rented, while Subscription-VoD providers such as Netflix pay a bounty for each free trial account created.

3. Greater Customer Retention

Offering your customers a unique and compelling VoD proposition that allows them to locate relevant movies and TV shows at the best price across the leading VoD providers will increase customer satisfaction and in turn customer retention levels.

Mobile Video Platform

Vennetix deploys the Mobile Video Platform in to cloud environments, in order to support OTT applications for service providers. Mobile Video Platform delivers a wide range of novel new VoD features, which can be branded by mobile and other service providers.

The Mobile Video Platform auto-ingests metadata for movies and TV series from all the major content providers. The platform provides the fine grained Vennetix Personal Video API to this catalogue, including linear EPGs. This Personal Video API exposes detailed search capabilities to a wide range of apps on different device platforms and form factors.



Mobile Video Platform - Innovative Features

White Label Curated Storefront

The Mobile Video Platform platform allows for a fully branded storefront to be provided, powered by the latest T-VoD and S-VoD content.

Advanced Search Supported

Search by title, actor, director, synopsis, year, price, specific VoD catalogues.

Revenue Reports

As Vennetix is an official member of all major VoD affiliate programs, the platform also includes a detailed set of revenue generation and reporting features.

Social Media Integration

Unique social media features also greatly enhance the content promotion, discovery and sharing potential of your VoD customers.

Light Touch Service Roll Out

The Mobile Video Platform has been designed for a low-friction roll out with the lightest possible mobile network integration. As a hosted platform Mobile Video Platform allows VoD applications to be brought direct to mobile devices, in a rapid and cost effective manner.

Parental Control

Password protected parental control for “child safe” searches.

Movie / TV Show Notifications

Never miss a show again, get automatic reminders when shows are on live TV or new to VoD service.

Customer Analytics

Analytics in relation to common searches and most popular movies, viewing times etc.

Movie Reviews

Links to OMDb and Rotten Tomatoes within the metadata for each title displayed

Movie Trailers

Allow customers to view in-line trailers of all movies in the curated VoD storefront

Fun / Relevant / Innovative