

Future TV

Headend in the Sky

Featuring

**Local / Regional / Global
Content Distribution**

**Local / Regional / Global
Advertising**

**Business 2 Business Distribution
Business 2 Consumer Distribution**

Direct Carrier Billing

For IPTV/OTT



Executive Summary

Future TV has been deploying DVB, OTT, and IPTV content distribution systems with local, regional, nationwide, and global reach since 2017. In different parts of the world, a worldwide content distribution platform goes by many different names such as a Head End In The Sky (HITS) system, multi-tenancy, Business-to-Business (B2B), Multiple headend, or Global headend system. Regardless of what you call it Future TV has the experience to support your content deployment system supporting the features and functions needed for distributing content from single head-ends scaling up to regional, nationwide, continent wide and global distribution. The Future TV global Head End In The Sky distribution system is called the Ultra HITS Platform.

Important features in the Ultra HITS Platform include:

Centralized Content Distribution: The Ultra HITS platform allows for centrally manage content distribution from one or more sites to other IPTV, DVB and Pay TV operators.

Multi-tenancy/Multi-operator: Complete support and control is included whereby hundreds or even thousands of other Operators are centrally managed by one or more central sites. Ultra HITS includes local and remote system redundancy including disaster recovery support.

Tiered Distribution: Ultra HITS includes tiered distribution support including distributing direct-to-consumer (B2C), business to business (B2B), and through content distributors with B2B, B2C, and B2-Distributor-Operator billing and accounting.

Multi-tenant Unique Service and Branding: Each operator receiving content can have their own Unique Service Offering with Ultra-HITS. This means each cable operator, or ISP managed by Ultra-Hits has their own Channel Lineups, Channel Package offering, and App and service branding. Ultra-HITS includes flexible user application GUI/skinning support allowing each operator to have their own service look and feel, multiple language support, local channel insertion, local advertising, unique Electronic Program Guide and other operator specific features.

Financial management: Ultra-HITS includes multi-tenant pre-pay and post pay supporting. Pre-pay wallets maintain a payment balance used when a multi-tenant operator activates an account assuring payment before a customer is activate. Post-pay accounting is used when a multi-tenant with good credit standing can reconcile payments after activation. Complete transaction history of activations/deactivations are recorded for two years in the Ultra-HITS system.

Direct Carrier Billing: Ultra-HITS interfaces to the Enterprise Resource Processing (ERP) systems used by ISPs and Cable TV providers using industry standard REST APIs. Ultra-HITS provides complete API documentation along with example APIs calls to simplify and streamline integration.

Regional Language Support: Ultra-HITS supports content distribution with multiple-language support along with multiple sub-title tracks.

Local Channel/Content Insertion: Local content is very important for local operators to offer relevant information for their pay TV subscribers. Ultra-HITS includes a full range of support for local content insertion, deep linking to third party content providers, local VOD content insertion and playout, and local off-air and free-to-air channel ingest with transcoding.

Powerful Targeted Advertising: Ultra-HITS includes fully featured targeted advertising support including pre-roll, post-roll, interstitial ad management, app home page, EPG page, channel change pre/post ad play, VOD guide page ad play, Catchup TV guide and playout ad playout.

Ad splice rights are not needed to generate ad revenue with the Ultra HITS platform.

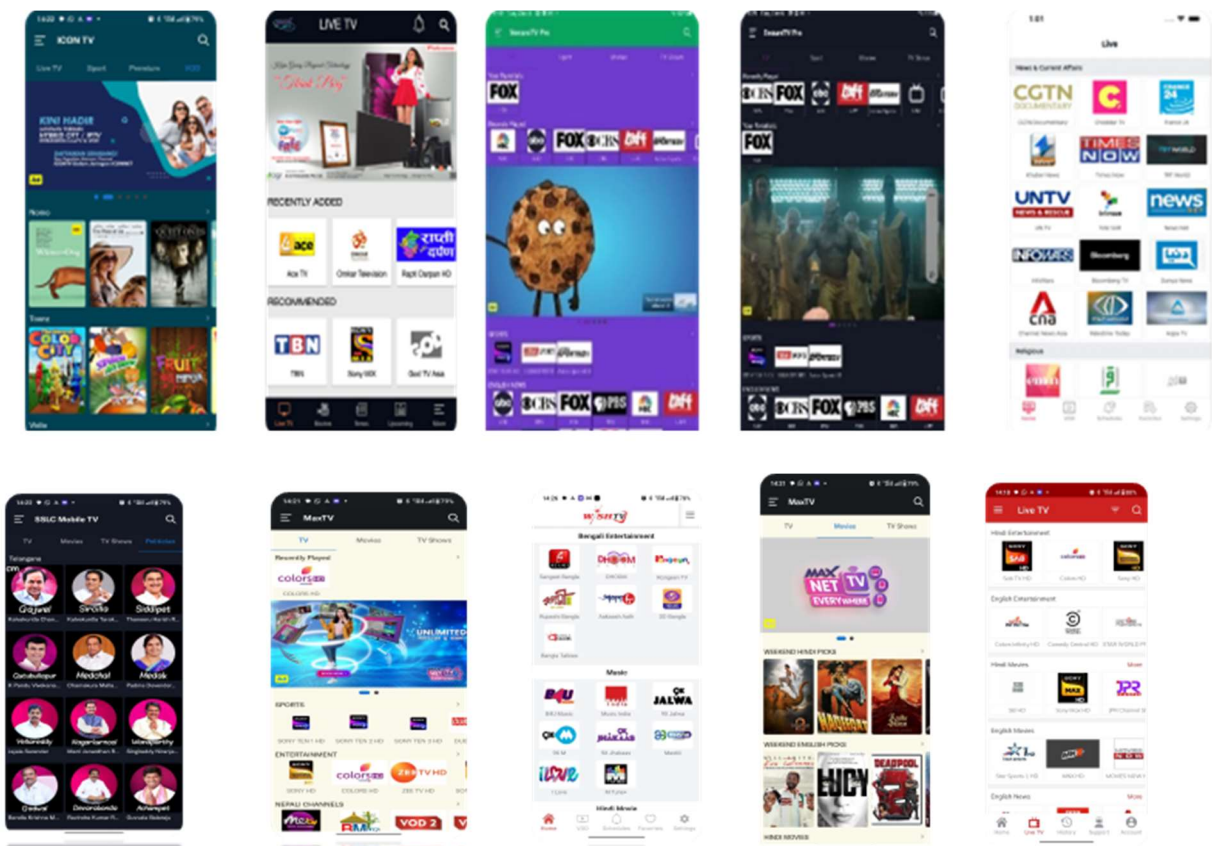
CDN Support: Ultra HITS supports 3rd party CDNs.

Edge Caches: Ultra HITS includes incredibly high-capacity OTT streaming support providing 212 gigabits per second of video streaming support from a single 1 RU server. This means one Ultra HITS server can stream to around 200,000 viewers watching Standard Definition TV at the same time.

Local/Global Scaling: Ultra HITS was designed by Unix/Linux experts with over 140 years of combined MPEG, Linux, Stream, CAS, DRM, and video

experience. Future TV offers small hotel/campus sized systems that fit in the palm of your hand up to massive streaming servers that are enterprise grade for high capacity streaming data centers and mobile data centers. Regardless of your system/streaming requirements Future TV has cost effective, low-power, ultra-high efficiency hardware providing you the right amount of processing power needed that provides a future proof and environmentally sound enterprise grade solution. In fact, Future TV can provide a complete end-to-end enterprise grade system using only 1 to 2 servers compared to 8 to 10 or more servers required by our competitors.

UI/UX: We live in a very visual world and customers expect great looking apps. Ultra HITs has great looking apps with dynamic UI/UX features that go beyond simple skinning. In fact, with Future TV's dynamic UI/UX the complete look and feed of the UI/UX can change without changing the app. Examples of the UI/UX of a single app changed by settings on the server side are shown below.



Security: Ultra-HITs includes world-class Hollywood approved CAS and DRM technology designed by the co-founder of Verimatrix and designer of the Verimatrix VCAS system. Security is in our blood and we used our more than 60 years of combined CAS and DRM product design experience to build the Ultra HITs platform.

Time to Deploy: The complete end-to-end Ultra system HITs was developed in house by Future TV and as a result a HITS platform can be installed in days and not months.

Costs: Future TV has developed the complete end-to-end Ultra HITs platform without requiring any partners or third party royalties.

Future TV can deliver a world-class OTT, IPTV, DVB HITS platform at a substantially lower price than competitive solutions with similar feature set, reliability, and scalability.

Summary

Deploying a HITS type content distribution is a very complicated task. Future TV has the experience and complete end-to-end system proven to provide the processing needed for a HITS platform with local, regional, and global reach. Contact Future TV to discuss your multi-tenant/multi-operator Pay and FTA service requirements. Contact sales@futuretv.tv or call +1-858-205-1776 or discuss your requirements with one of our global sales team members.