Bitmovin and TNN

Switching and integrating the Bitmovin Video Player is as fast and easy as binge-watching your favorite content.

BITMOVIN

tnn streaming solutions

Bitmovin's technical expertise freed up TNN's development team so they could focus on value-add initiatives, ultimately reducing the total cost of ownership.

25%

TOTAL COST OF OWNERSHIP REDUCTION

Tv na Nuvem (TNN) is an online video platform (OVP) provider that enables content owners to stream media over the internet. TNN's solution combines best in class solutions for each part of its app to create state-of-the-art infrastructure that enables its over-the-top (OTT) customers to scale and distribute content securely across various platforms including Web, iOS, Android & SmartTVs.

To better serve customers, TNN needed a global partner with local support to provide responsive support and help to resolve technical challenges that result from combining products from multiple vendors into a single solution. The integration of Bitmovin's Video Player was quick and easy and took days instead of weeks.

The Challenges for an Aspiring OTT Streaming App Solution

As the streaming industry continues to mature, it has created a high stakes environment for TNN's OTT customers who must deliver a high quality viewing experience and make their content readily available across multiple devices.

Already, TNN is known for its state-of-the-art infrastructure which combines the best solutions on the market for each part of its app. However, the challenge for TNN lies in the technical issues that arise when products from different vendor's start to affect the viewer experience.

For example, TNN experienced a specific issue when rotating mobile devices between portrait and landscape, resulting in the screen flicking to black temporarily. In this instance, TNN's internal development team had to dedicate its resources to resolve the issue. Alternative player solutions offered slow resolution times, typically 4-6 months, which is much too long.

Whenever there is an issue with the player the viewer doesn't see it as an issue with the player vendor, but rather an issue with the OTT service. Therefore, it's critical to have a stable player to reflect well on the OTT service because they are the ones providing the core viewer experience.

TNN turned to Bitmovin for its video player and the technical support it needed to:

Quickly and easily integrate the best-in-class video player solution across Web, iOS, Android and SmartTV platforms

Enable customers to enhance their over-the-top (OTT) offerings to retain and attract viewers

Deliver a high quality viewing experience that matches the expectations of today's streaming subscriber

Reduce the total cost of ownership that can result when combining products from multiple vendors into a single solution

Quickly fix technical issues and mitigate market share loss due to video player issues

Tv na Nuvem Selects Bitmovin

TNN has a lot of experience with video players and knows how important it is for a video player solution to offer fast and easy integration so that the internal development team can focus on value-add initiatives rather than a complicated integration.

Benefits of working with Bitmovin

Efficient integration: Bitmovin Player offers unified APIs across platform SDKs for efficient integration

Local/global support: Bitmovin offers global support and has a local support team in Brazil

Technical expertise: Bitmovin's experts are available to assist with the integration and resolve technical issues that may affect the viewing experience

Reduced Cost of Ownership: Bitmovin's best-in-class video player solution and technical support team quickly resolve technical issues that may result when combining products from multiple vendors into a single solution resulting in cost savings

Bitmovin was recommended as the best player solution on the market and is used by DirecTV and Claro/Globo, two of the largest market-leading services in the country.

Bitmovin offers four player SDKs that reach over 10+ device platforms out-of-the-box to reduce development time and offers comprehensive APIs for quick product development and custom integrations. It also offers unified APIs across platform SDKs for efficient integration.

Integration Metrics

Migrating to Bitmovin was quick and easy. Because of Bitmovin's open source UI framework and CSS elements for the web, the TNN team was able to customize the UI of the Bitmovin Player quickly. In addition to the support team, Bitmovin's GitHub repository also offers code samples and an extensive library of additional resources to help with getting started and customization.

The following are deployment times for migrating to Bitmovin:

1 **DAY**
for Web
deployment

1-2 **WEEKS**
for iOS SDK
deployment

1-2 **WEEKS**
for Android
deployment

3 **DAYS**
for LG WebOS
deployment

"TV na Nuvem's partnership with Bitmovin will enable our customers to experience the best-in-class video player solution on the market. Through Bitmovin's seamless integration, expertise and local support team, TNN and its customers can resolve technical issues quickly, reduce the total cost of ownership and enhance the viewer experience and subscriber satisfaction."

Alexandre Viana
CTO at TV na Nuvem

About Bitmovin

Bitmovin is a leading provider of video infrastructure for online media companies around the world. The company has been at the forefront of all major developments in online video – from building the world's first commercial adaptive streaming player to deploying first software-defined encoding service that runs on any cloud provider or in a data centre. Bitmovin works with media companies across the globe to build innovative video products.

Bitmovin has been a first mover in almost every significant development in online video, including building and deploying the world's first commercial adaptive streaming (MPEG-DASH/HLS) HTML5 Player. Bitmovin customers collectively deliver several billion videos to consumers every day.

To find out more, please visit www.bitmovin.com

About Tv na Nuvem

TV na Nuvem (TNN) is a Brazilian online video platform (OVP) solution that enables content owners to stream media over the internet. TNN combines best in class solutions to meet large scale demands and secure content distribution on the most diverse platforms.

To find out more, please visit www.tvnanuvem.com

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