



Teatro Media Player

The Most Reliable Way to Stream Live TV



Our mission is to bring our customers the software they need to constantly adapt to the ever-changing requirements of the digital TV markets.

Today's consumers expect a reliable video experience anytime, anywhere, on any device. It's not unusual for consumers to watch a premium soccer game on a big-screen TV, and then an hour later continue viewing the same content on a tablet or smartphone.

If you're an OTT service provider, operator or solutions provider, you must ensure a consistent video streaming experience across all devices. iWedia provides the best tools and services to achieve this.



Introducing the Teatro ABR Media Player

iWedia's Teatro ABR Media Player is the key to delivering consistently high-quality OTT television experiences. Using our player, operators can stream live video on multiple platforms with the utmost reliability, minimal buffering, and lowest latency.

Continuously pre-integrated with the latest Android TV updates, our player offers support for all major system on a chips (SoCs), digital rights management (DRM) systems, video codecs, analytics platforms, and ad-insertion streaming formats.

It's flexible. It's dependable. And it's proven to speed up time to market for the delivery of live OTT services on any device.





A Winning Combination

Delivering live OTT services is complex. There are a wide range of devices, formats, standards, DRM, suppliers, and ecosystem partners involved.

iMedia streamlines this process by providing operators with a pre-integrated media player and integration services, complemented by an unrivaled after-sales support.



Advanced Media Player



In today's ever-evolving OTT environment, you need a player that is adaptable, assuring high performance and reliability. Optimized for live TV, and available on a range of OSs, platforms and devices, the Teatro ABR Media Player is driving better video streaming experiences.

System Integration



With a decade's worth of experience in OTT system integration, we have a comprehensive understanding of the ecosystem, the technologies, and the stakeholders. A bird's eye view of the end-to-end system allows us to perform root cause analysis in the video pipeline and quickly manipulate the ABR player to improve the video streaming experience.



mpeg-DASH



WIDEVINE



Microsoft
PlayReady

Synamedia

verimatrix™
DRIVING TRUST

irdeto

NAGRA
KUDELSKI



Unparalleled Reliability and Performance

Deployed by leading media operators and OTT solutions providers around the world, our Teatro ABR Media Player offers a unique set of features and benefits.

Robustness

Today's consumers expect a flawless video streaming experience. If they encounter buffering, they will become dissatisfied with the OTT service and switch to a different provider. According to an IBM Cloud Video report, buffering is actually the #1 reason for video streaming subscription churn. A core strength of the Teatro ABR Media Player is its robustness and stability, which is especially critical for live TV. Enhanced by our end-to-end expertise, skilled troubleshooting, and low-level debugging, its deployment quality is unmatched.



If you use a commercial streaming service and the video consistently failed, would you stop using it altogether?

“Repeated quality issues could cause 76% of viewers to churn



Yes, if it happened once



Yes, if it happened several times



No, it does not matter

Source: Akamai and Sensum, "Bit Rate and Business Model"



Unmatched performance

The Teatro ABR Media Player is integrated with the native environment, providing better performance than standard and even big name media players. By supporting next-generation streaming technologies, including CMAF Low Latency Chunks (LLC), iWedia's media player guarantees fast channel zapping, quick playback start, reduced buffering, low latency, and an overall exceptional live OTT experience.

Simple ad insertion

Teatro ABR Media Player supports both server-side ad insertion (SSAI) and client-side ad insertion (CSAI) for increased OTT monetization. Beyond the media player, iWedia provides customers with a cloud-based ad insertion platform to enable seamless integration of operator devices with the ad ecosystem.

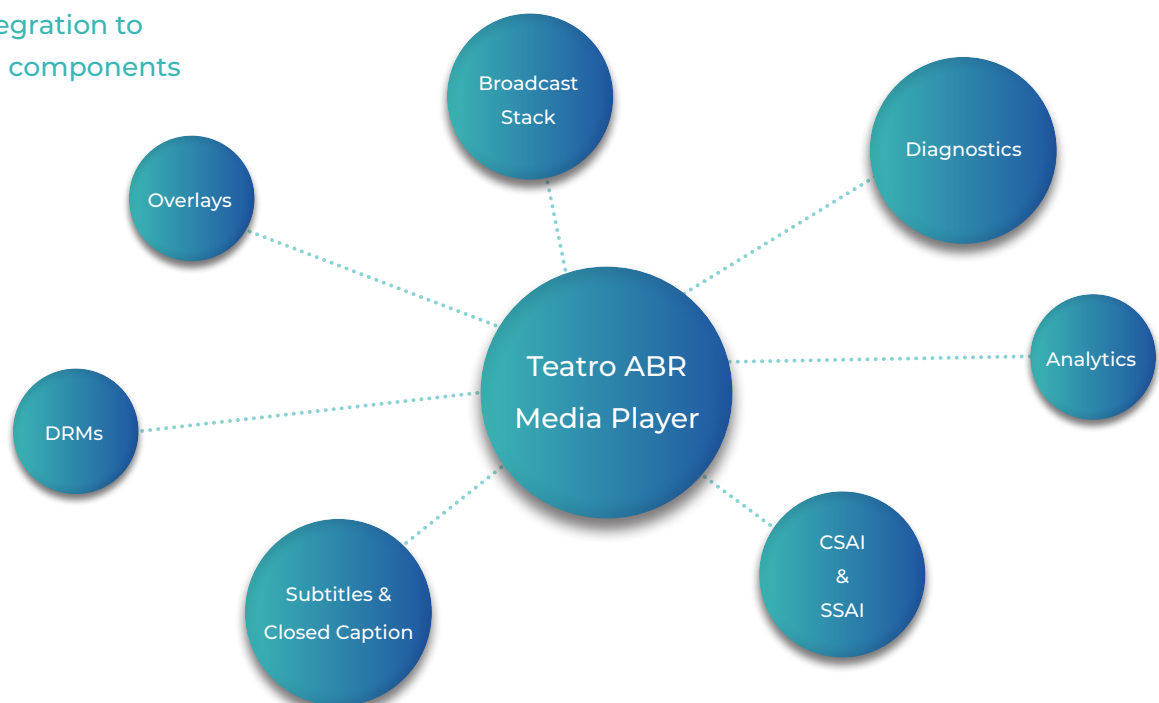
Operator-centric service and support

iWedia has partnered with many of the world's leading operators, so we're familiar with your way of thinking, the challenges you face, your technical requirements, and expectations in an OTT media player.

We'll work with you to customize the Teatro ABR Media Player, providing tier-1 support and services throughout the development, integration, optimization, and launch phases, with quality assurance and field troubleshooting once your video service is up and running.



Highly modular Media Player
offers simple integration to
video ecosystem components





Why iWedia Teatro ABR Media Player?

iWedia has a reputation for providing world-class software solutions for connected TV devices. We have pioneered end-to-end solutions for STBs, OTT, IPTV and application frameworks in the pay-TV operator market.

Our media solutions are deployed by major telecom operators, pay-TV operators, and top-tier automotive OEMs, a testament to our reliability and scalability as a partner in managing TV projects.

We bring that expertise to the table, and a lot more.

In the video streaming environment, being able to deliver a consistent experience across devices is essential.

The robustness that our Teatro ABR Media Player provides, combined with the insights we have into operators' challenges and requirements is unparalleled. Ultimately, those factors make the Teatro ABR Media Player the simplest way to stream live video on any screen.

Want to find out more?

For more information, contact an iWedia representative: info@iwedia.com and www.iwedia.com.