



Redefining the OTT Experience

Brightspot OTT enables companies to efficiently create, manage and publish a TV-like video experience, optimized for each device and personalized for every audience.

It transforms the video experience, enhancing it with the ability to deliver personalized content of all types, across all devices.

Brightspot OTT provides everything you need in an over-the-top platform and more:

- While viewing a video on one TV-streaming device, your audience can access companion content on another device
- Publish time-shifted video playlists that give your viewers a live-TV experience by letting them join the playlist mid-stream
- Personalized video playlists can be programmed from a single publishing interface to provide a deeper experience for your audience

Provide an innovative viewing experience for your audience through one unified platform with personalized video playlists, supplemented by companion content on secondary devices.



SECOND-SCREEN CONTENT

Publish companion content to a second-screen to give your audience a next-generation TV experience.



LIVE WHEEL

Enable content discovery and consumption by letting viewers join time-shifted video playlists in real-time.



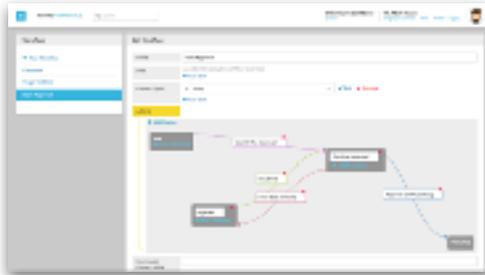
PERSONALIZED TV

Bring personalization to the lean-back, 10-foot TV experience with native audience management and marketing segmentation.



UNIFIED PUBLISHING

Publish targeted content into experiences optimized for the most popular viewing devices, from one unified publishing interface.



WORKFLOW + COLLABORATIONS

Create custom workflows for any user role and with transitions and statuses using the intuitive drag-and-drop interface.



DATA + INSIGHT

Built-in real-time and/or integration with external metrics for contextual insight and feedback.

Brightspot OTT goes above and beyond just video delivery and enables a holistic publishing experience of all content across any device and application.

www.brightspot.com/OTT

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