

OVER-THE-TOP (OTT)



The Switch Over-The-Top (OTT) services allow content to be acquired, encoded and formatted (Output Protocols) for access to Content Delivery Networks (CDN) via Public Internet access, The Switch Ethernet service and/or by "Direct Connect™" to web service distributors (e.g., compatible with Amazon Web Services (AWS)™)

The Switch OTT services include the following capabilities and workflows at The Switch, Los Angeles:

ENCODING:

Mezzanine: Source format includes HD-SDI or UDP/RTP via public or private IP connections
Creates a single compressed real-time stream

Adaptive Bit Rate (ABR): *Creates multiple compressed real-time rendition streams*

SUBCOMPONENTS:

Output Protocols: Both Mezzanine and ABR encoding can output via a large set of protocols (HLS, MPEG-DASH, Adobe HDS, Microsoft Smooth, Adobe RTMP, MpegTS via RTP or UDP). Protocols use a set of rules to exchange information/content over the Internet at the packet-level

"Amazon Web Services (AWS)™," Direct Connect™ (Main/back-up OTT Transport): The Switch works with [AWS™](#) at One Wilshire, Los Angeles. [AWS™](#) is a secure cloud service offering compute power, database storage and content delivery which certain customers may specify as their platform of choice

Live Event Packaging: Control Room Services including personnel to provide content element insertion (e.g., slate insertion, bug insertion), record/payout for delay program delivery and switching from Main systems to Backup systems when necessary

Live Event Management: Provide event coordination services with the remote Television production to coordinate timely insertion of live content elements

One-Time Event Set-up and Configuration: Prepare, configure and test transcode, Output Protocols and Live Event Packaging services prior to an OTT event based on customer specific requirements