

VideoReady

Stream. Engage. Monetize.



Unleash the Next ERA of OTT

VideoReady, our in-house, **rich, flexible & extendable** solution for OTT platforms, designed to deliver unified experiences that engage audiences across mobile, web, and Connected TV, transforming OTT platforms into immersive digital destinations.

Real-World Impact Powered by VideoReady

Reimagining OTT beyond content delivery. VideoReady makes every interaction count!

30M+ Subscribers supported

3M+ Concurrent users

10+ Types of monetization strategies implemented

30+ High-traffic live events supported per month

30+ OTT apps aggregation implemented

With OTT expertise at enterprise scale

750+ OTT specialists | **350+** OTT apps delivered | **15+** OTT ecosystem partners
| **24x7** Managed services

With OTT expertise at enterprise scale

TATA PLAY

prime video

SKY RACING

VIACOM 18

astro

ABS-CBN

SPOTV

HT

eAfrica

Anime Times

POKÉMON

A Highly Customizable OTT Foundation

01 Built for Monetization
Support all business models with innovation-led monetization for Live and VoD

02 Cross-Platform Apps
Seamless presence across mobile, web, & connected TV

03 Launch in Days
Pre-integrations & marketplace-led accelerators

04 Business Outcome Focused
Flexible pricing, scalable architecture, & partner ecosystem

05 Your Platform, Your IP
Full source code ownership and complete control



The Power Behind VideoReady

Every Screen. Every Audience. Covered.



Designed for Depth, Built for Speed






Content & Streaming

-  End-to-end content preparation & publishing
-  Automated quality, compliance & packaging
-  Live-to-VoD workflows
-  Live and VoD orchestration
-  Metadata creation & enrichment

Platform & CMS Foundation

-  Enterprise-grade CMS
-  Secure user & access management
-  Editorial workflows & EPG management
-  Centralized operational visibility
-  Device-level experience control

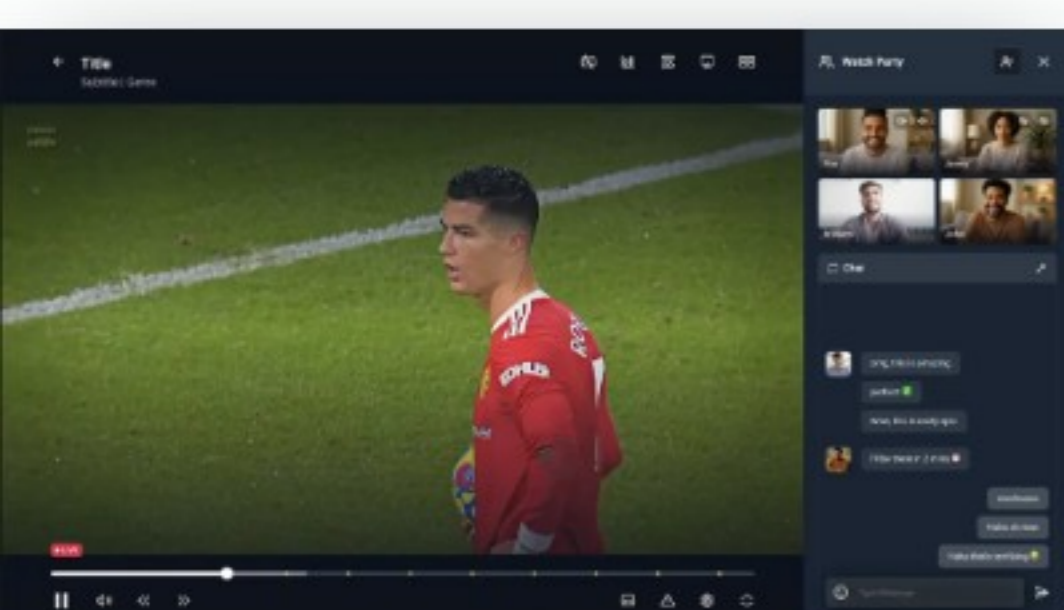
Monetization & Business Control

-  Subscriptions & multi-device access
-  Concurrency controls
-  Advanced ad monetization (Live & VoD)
-  AVOD, SVOD, TVOD & FAST enablement
-  Sponsored pages & branded formats



Experience, Engagement & Intelligence

-  Social viewing & watch parties
-  Advanced video player (Multi-view, PiP, 4K, Dolby)
-  Interactive widgets (polls, predictors, AMAs)
-  Personalization & recommendation engine
-  Loyalty, rewards & gamification
-  Deep analytics for content, users & campaigns



Why OTT Leaders Choose VideoReady

Discover the Difference!



The VideoReady Advantage


Most OTT platforms deliver video. VideoReady delivers business outcomes.



Ready to Reimagine OTT?

Build a platform that scales with your ambition and connects with your audience in a **NEW** way.

 connect@tothenew.com  tothenew.com


Founded in **2008**


25+ Client Locations


Offices in India, USA, Australia, Singapore & UAE



Scan to start a conversation