

VideoTech

INNOVATION
AWARDS 2023

from **Digital TV** Europe

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The leading edge

The pace of innovation in the technology of video distribution shows no sign of slowing down. Indeed, the switch of video consumption from broadcast to streaming – and the additional competition between providers that comes with that shift – means that there has been an intensification of research and development and the rollout of solutions to overcome the challenges of delivering video over the web at scale to evermore demanding users.

The streaming revolution has accelerated – and continues to accelerate – the development of technologies to enable improved content discovery and the user experience, addressable advertising, optimisation of video for delivery over the web (and optimisation of networks themselves for video delivery), revenue security and much more. The growing use of AI to address some of these challenges has been one of the big stories of the last year.

The VideoTech Innovation Awards exists to recognise those companies that are leading the charge to improve the video experience for viewers. As the calibre of this year's shortlisted nominees shows, there is no shortage of creativity in this space. We hope that this year's award winners and nominees will provide inspiration for all those working to improve the business of video distribution across the globe.

Stuart Thomson, Editor, Digital TV Europe



Digital TV Europe

Editorial director Stuart Thomson
stuart.thomson@informa.com


Associate editor Melissa Kasule
melissa.kasule@informa.com

Strategic Account Manager Grazyna Gray
grazyna.gray@informa.com

Art director Matthew Humberstone
matthew.humberstone@informa.com

Senior Marketing Executive Abigail Appiah
abigail.appiah@informa.com

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ER BEDROCK
Creating Streaming Champions

The judges of this year's VideoTech Innovation Awards represent some of the finest minds in the global business, with years of experience working across all genres and every facet of the industry. We are delighted that they agreed to take part to help us judge this year's entries and we are indebted to the time and dedication they have shown in picking this year's winners.



Brigita Brjuhhanov
TV Development/Team Lead,
Elisa Estonia



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Maria Rua Agute
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Entertainment, Omdia



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Media Delivery, Omdia



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Stuart Thomson
Editor, Digital TV Europe

VideoTech INNOVATION AWARDS 2023 Stars of the night





**Deliver a Hyper
Quality of Experience.
Effortlessly.**

Imagine what these results could mean for your TV business:

90 to 20
incidents per
1000 subs

190 to 40
truck rolls
p/m

-20 to 21
NPS

+450%
Subscriber
growth

5x
Faster incident
solving

divitel.com

Technologies that change the way people use and view TV are immensely powerful tools for TV operators and content providers as well as for consumers themselves. The Advanced TV Innovation award will go to a technology or service that has delivered a new and better form of TV experience – whether by enabling viewers to view content in new ways, by overcoming a technical or commercial challenge in bringing new services to market or delivering a measurable improvement in the overall quality of a service.



The nominees

Accedo for Accedo Xtend

Agile Content for Agile Live – GPU-powered Cloud Production

DOTSCREEN for Auvio

Dubformer for Premium AI Dubbing solution from Dubformer - with broadcast quality guaranteed

MediaHub for Sports Module

Mirada for Disaster Recovery Platform

Netgem for Immersive Entertainment with Cloud Gaming on TV

Zappware for Nexx 5 Framework with the new Entertainment Control Center (ECC)



Netgem for Immersive Entertainment with Cloud Gaming on TV

Netgem 'Immersive TV with cloud gaming' is the opportunity for telecom operators to adapt and attract young audiences who are turning away from traditional TV. The concept involves seamlessly integrating video game titles into the TV user interface alongside live TV, replay, or video-on-demand services, creating an immersive entertainment experience without the need for expensive gaming consoles. This groundbreaking approach offers a more accessible and affordable way for households to access a wide range of video games.

Judges comment "It's an interesting solution for payTV platforms which, so far, have struggled with integrating gaming into their video proposition."

The application of Artificial Intelligence and Machine Learning to video distribution is still in its infancy but promises to transform the business in multiple ways. This award will honour the most innovative use of AI or ML in the context of video distribution over the course of the year.

The nominees

Connatix for AI-powered Deep Contextual

Divitel for The Divitel Algorithm Factory

Dubformer for Premium AI Dubbing solution from Dubformer - with broadcast quality guaranteed

Media Distillery for Ad Break Distillery

Papercup for Papercup

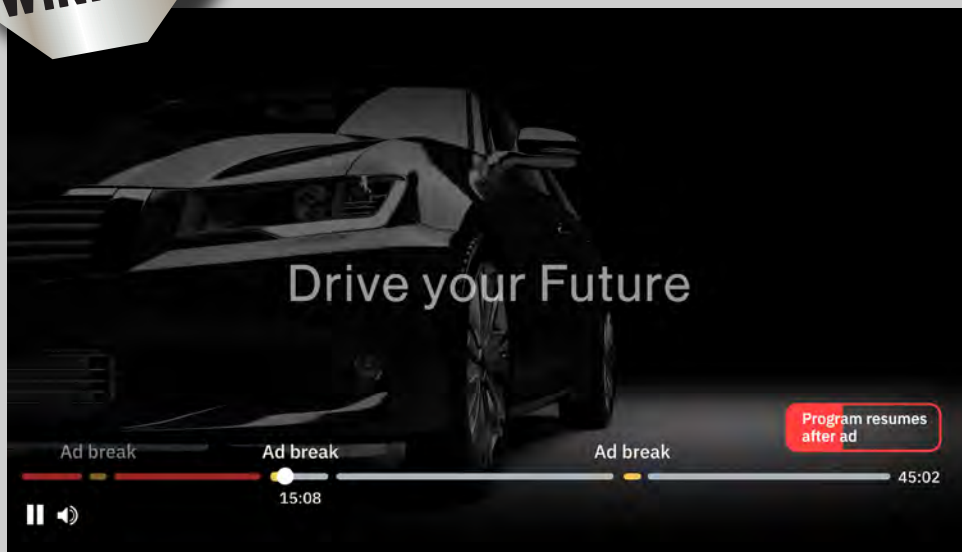
Prime Focus Technologies for CLEAR® REFRAME

Witbe for Smart Navigate

Wurl for ContentDiscovery

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Media Distillery for Ad Break Distillery

TV service providers often struggle to generate additional revenue from advertisements, and to personalise viewing experiences, due to the lack of time markers in video content. Even if some broadcasters can provide ad markers, many other channels don't which leads to inconsistent user experiences. The latest solution from Media Distillery, Ad Break Distillery™, resolves this issue by detecting the beginning and end of ad breaks in live broadcast video, using the latest ML and Deep Learning technologies.

Judges comment "This is a great and useful solution and smart way to use AI and ML."

With linear TV viewing facing a long-term decline, the lifeblood of free TV – advertising – is under threat. But broadcasters and brands are working hard to experiment with and deploy targeting, personalisation, branded content and interactive campaigns. The Next Gen Advertising Award goes to the most outstanding innovation that is helping advertisers and media owners increase the value and appeal of advertising and open up new ways to monetise content effectively

The nominees

Harmonic for VOS360 Ad SaaS

ThinkAnalytics for ThinkAdvertising

TVekstra for Car race / Otokoc, Zipcar - Ingage

TVekstra for Nays Scratchcard, Turkiye Is Bankasi - IPG

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ThinkAnalytics for ThinkAdvertising

ThinkAdvertising brings the power of digital advertising to TV so that advertisers can hyper-target TV audiences with a level of granularity and accuracy that exceeds anything else in the industry.

ThinkAdvertising's AI models use an operator's own anonymised first party viewing data – through Think360 or other analytics solutions - to create and target specific audience segments at scale.

Judges comment "Operators sit on huge amounts of data which they always struggle to utilise. This solution will help them to not only utilise that data but to do it in a highly efficient way."

New and established content service providers are seeking to build compelling streaming offerings at a time of intensifying competition in the digital video distribution space. This award goes to a ground-breaking offering, service initiative or technology that has met with market success in the last year.

The nominees

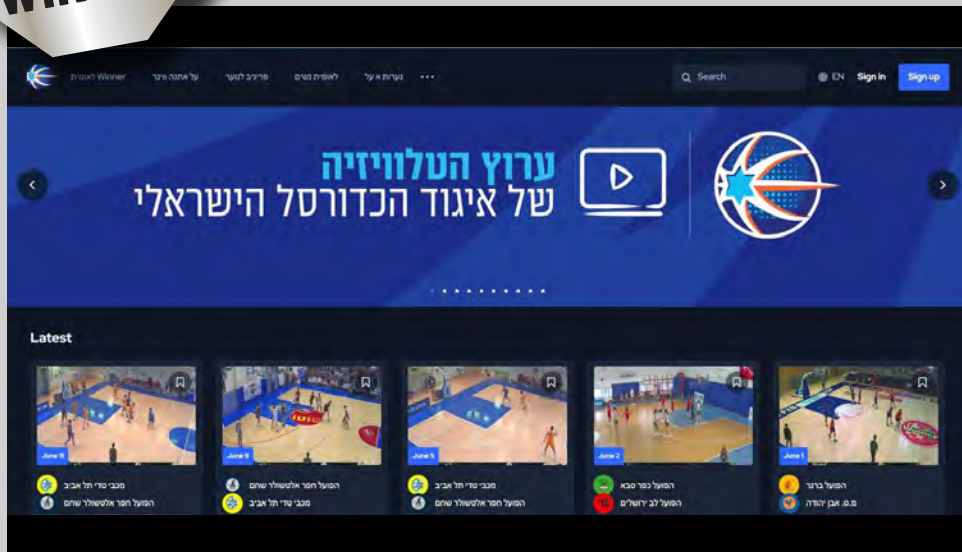
Irdeto for Irdeto RDK Video Accelerator

ITV for ITVX Launch

Pixellot for Pixellot and the IBBA - bringing the games to everyone - anytime, anywhere

Velocix for TELUS' migration to ultra-efficient hybrid-cloud video streaming

Zee Entertainment Enterprises (ZEE5 Global) for ZEE5 Global



Pixellot for Pixellot and the IBBA - bringing the games to everyone - anytime, anywhere

The technological solutions provided by Pixellot played a crucial role in the IBBA's success. The automated video production system allowed cost-effective coverage of games, with installations at 80 venues, enabling the automatic filming and production of games from 90 teams. This eliminated the need for external broadcasters and provided fans with thousands of hours of live basketball, previously inaccessible.

Judges comment "This brings so many sports that might not have been deemed 'premium' into the premium world with the quality of game tracking."

Ensuring that service providers' revenues are protected is critical to their commercial survival and success. Revenue security encompasses everything from antipiracy measures to ensuring that consumers are encouraged and incentivised to pay for services. This award goes to a service or technology innovation that has had a measurable positive impact on revenue security over the last year.

The nominees

Irdeto for end-to-end anti-piracy framework

Media Distillery for Ad Break Distillery

Verimatrix for Verimatrix Streamkeeper

Viaccess-Orca for Viaccess-Orca Anti-Piracy Center

WebKyte for WebScan by WebKyte



Viaccess-Orca for Viaccess-Orca Anti-Piracy Center

Viaccess-Orca's Anti-Piracy Center, with AI/ML-based services, is innovative because it constantly evolves to meet the latest forms of video piracy, while enabling operators to fix the problem at its roots via the front and the back end of the streaming infrastructure. Allowing operators to monitor and shutdown illegal sessions, VO's solution helps them to respond quickly to this critical issue and protect their service and revenue streams.

Judges comment "Comprehensive solution to a specific and very serious security issue, combining advanced technology with human oversight."

Streaming, which has revolutionised video consumption, presents different challenges and opportunities to legacy broadcast tech. This award goes to a new technology or innovative implementation of a technology – for example video processing or CDN technology – that has helped deliver video to end-users efficiently and in high quality.

The nominees

Disney Star India Pvt Ltd for Contido

Divitel for The Divitel Algorithm Factory

LTN for LTN Wave

Matrox Video and GlobalM for How BBC Studios Leveraged the Cloud for SRT Distribution of Queen Elizabeth II's Funeral

NPAW for CDN Balancer - Active Switching

Qwilt for Qwilt's Open Edge Solution

Simplestream for Channel Studio

Synamedia for Quortex Link

Varnish Software for Varnish Software: Achieving > 1.3 Tbps throughput on a single server



Quortex Link
One-click Cloud Distribution

The advertisement features a woman with her arms raised in celebration on the left. On the right is a screenshot of the Quortex Link dashboard, which includes a world map with distribution paths and several data panels. The Synamedia QUORTEX logo is in the bottom right corner.

Synamedia for Quortex Link

A cloud-based solution, Quortex Link removes the need for complex and costly static infrastructure. It reduces the time taken to establish a video distribution link from months using traditional satellite or fibre delivery to mere seconds. And the pay-as-you-use model cuts costs and energy consumption by calling on cloud resources only when required.

Judges comment "A unique value proposition as it's a pay-as-you-use, self-service model, which makes it cost effective."

Innovation in technology and services can't happen without the involvement of highly talented staff and managers. This award will go to a senior video industry technologist responsible for delivering a particularly compelling and impactful consumer video service.



Fredrik Andersson, SVP Products, Accedo

Fredrik Andersson has played a pivotal role in the growth and success of Accedo, which has grown to become a US\$70 million-plus enterprise with a presence worldwide. Under his visionary guidance, the company has experienced an average year-on-year growth rate of 100%, a testament to his ability to identify market and product opportunities, and to deliver impactful consumer video services.

His extensive expertise in the video industry and proficiency in both technology and business domains have played a pivotal role in this success. His invaluable insights and strategic acumen have enabled him to remain at the forefront of innovation and continue delivering quality services and solutions to customers. His colleagues praise him for being a highly responsive, empathetic, and knowledgeable modern leader, always available to support and guide the team where required.

His vision, dedication, and commitment to driving innovation in technology and services have not only led to the success of Accedo but have also positively impacted the video industry as a whole.

Free Advertising-supported Streaming Television is growing rapidly as content rights holders seek to monetise existing assets and expand their streaming reach beyond SVOD. This award goes to a compelling technology or service innovation in the FAST space that has made a significant positive impact in the last year.

The nominees

Accedo for FAST 2.0

Backlight for Zype Payout

Broadpeak for Broadpeak and OKAST FAST 2.0 Solution

ITV for ITVX Launch

Netgem TV for Talk Talk TV

Pixellot for Pixellot and SuperSports Taking Africa by Storm



Pixellot for Pixellot and SuperSports Taking Africa by Storm

SuperSport, a leading sports broadcaster in Africa partnered with Pixellot to launch a new OTT service called SuperSport Schools which aimed to make live school sports content available and accessible throughout South Africa. The idea was to provide an all-in-one solution for democratising and aggregating school sports events and competitions and attract sponsors and commercial partners for monetisation. Pixellot provided the camera systems to produce the games, built the OTT, and provided the user management platform for analytics and team optimisation.

Judges comment "Superb idea to give schools sport a platform on FAST despite bandwidth challenges in Africa."

With more content coming from more sources, enabling viewers to find the services and content they want is becoming of crucial importance in preventing churn, enhancing revenue and improving overall satisfaction. The UX and Content Discovery award goes to the most compelling innovation in improving the user journey and matching users with content they want to watch.

The nominees

24i for 24i Broadcaster Studio

Alpha Networks for Gecko personalized content discovery based on semantic tag

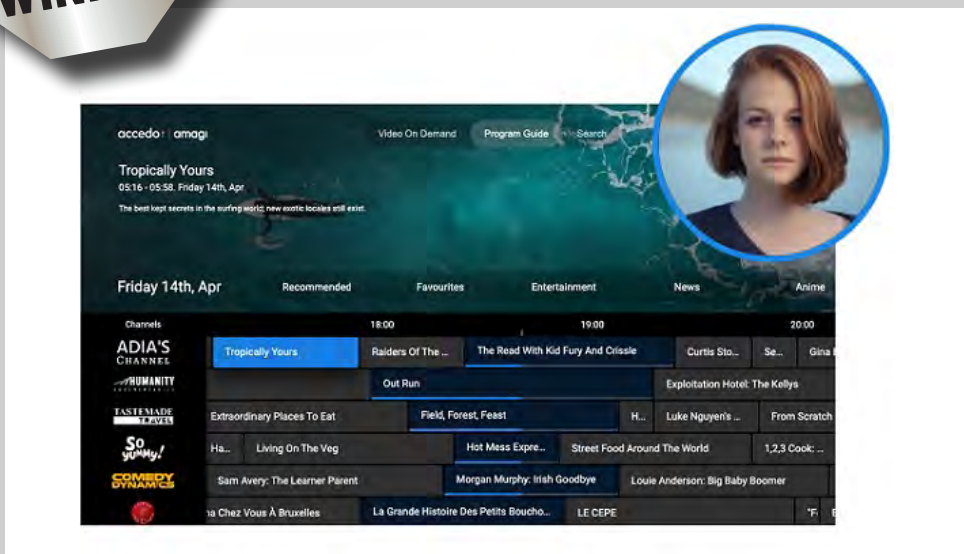
moveme.tv for moveme.tv - Emotion-led content discovery

Netgem TV for Netgem TV

ThinkAnalytics for Think360

Wurl for ContentDiscovery

Zappware for Nexx 5 Framework



ThinkAnalytics for Think360

Think360 is a content discovery platform enhancing the user experience using AI powered discovery for TV, streaming and FAST customers. It delivers increased viewer engagement and new monetisation opportunities that increase ARPU and reduce churn. Another new focus area is FAST channels, giving viewers fully personalised user experiences featuring content recommendations and contextual targeted advertising for the first time. One of the first partnerships in this space is with Amagi and Accedo, announced in spring 2023.

Judges comment "Incredible scale, impressive features and a who's who of clients deploying it makes Think360 a winner."

Some video services immediately stand out and set the standard for others to follow. The Advanced TV Service of the Year award will be presented to a video service provider that has truly delivered something new and compelling to the market that meets the needs of consumers through genuine innovation.

The nominees

MEO for MEO Go

Disney Star India Pvt Ltd for Postudio

DOTSCREEN for Rakuten Viki

ITV for ITVX

Netgem for Netgem complete managed services for Full Fibre ISPs

SoftAtHome for SoftAtHome's Home Service and VASP Platform

Tata Elxsi for Tata Elxsi AndroidTV Suite

TELUS for Project OPUS

TVUP Streaming Media for Tivify



ITV for ITVX

In November 2022 ITV launched a brand new streaming service, ITVX, in the middle of the World Cup, the largest streaming event in 2022. The aim of ITVX was to move ITV away from a catch-up to a content-rich, broadcaster VOD streaming service; with more viewers, watching more often and for longer.

ITVX focuses on free AVOD but combines it with a premium SVOD where viewers can access additional content and watch ad-free. ITVX also seamlessly integrates live simulcast streaming and 20 brand new FAST channels.

ITVX has 20,000 hours of programming with content from a wealth of partners and weekly exclusive programme drops.

Judges comment "A unique proposition shifting the market space and turning ITVX into a super aggregator, experimenting with multiple revenue models and content windows."

The increasingly competitive nature of the streaming business means that content service providers are under pressure to get services up and running quickly, operating efficiently and at a high standard. The Streaming Platform Technology of the Year award recognises a platform technology that enables streaming service providers to deliver a best-in-class service to its target audience.

The nominees

Alpha Networks for Gecko, the multi-country platform for premium white-labelling

AppJunction for Vodlix

Arqiva for Arqplex

Bedrock for Bedrock

IMAX for Stream Smart™

MwareTV (Mware Solutions BV) for OTT Platform with code-free WYSIWYG app creation

Orange Innovation for Immersive Tour

Quickplay for Quickplay Cloud-Native OTT Platform

ViewLift for ViewLift



IMAX for Stream Smart™

IMAX helps content distributors encode smarter and save money. Our Stream Smart™ software overlays on existing workflows to analyse every frame of a video and optimise it for best picture quality and compression efficiency using our patented IMAX SVS (SSIMPLUS® Viewer Score). Our Primetime Emmy® Award-winning IMAX SVS® is scientifically proven to be the most accurate measure of end-viewer experience. What it delivers is certainty. This means video operations leaders can confidently reduce bandwidth while maintaining video quality, potentially saving millions in delivery costs – risk-free.

Judges comment “IMAX has done something truly innovative. Video operators can reduce bandwidth while maintaining video quality, potentially saving millions in delivery costs – risk-free.”

As streaming grows in popularity and pay TV service providers adjust to a world where consumers demand every greater choice and flexibility, serving as a 'super aggregator' of multiple app-based services is becoming the norm. This award goes to a service provider or service-enabling technology that has gone beyond aggregating multiple direct-to-consumer apps by offering compelling additional 'super aggregator' functionality to its customers.

The nominees

Bango for The Bango Digital Vending Machine

Irdeto for Irdeto Super Aggregator Solutions

Mirada for Deep Super-aggregation Framework: izzi use case

Netgem for Zeop TV: Unrestricted Content Across All Devices

Tata Elxsi for TEPlay

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Mirada for Deep Super-aggregation Framework: izzi use case

The user-friendly framework supports industry-standard metadata formats as well as proprietary formats, empowering operators to add new providers, create applications, and launch them on frontend devices without code changes or product releases. Mexican telco giant izzi benefited from the Framework to integrate Vix+ and AppleTV+. Using Mirada's Iris assets workflow manager CMS and UX Evolver, izzi also adapted the navigational structure and user interface in real time, giving subscribers instant access to +10k new films and 200 series.

Judges comment "A clever tool making it easy for pay TV platforms to create advanced aggregating platforms."

Distributing live sports via streaming is a challenging but potentially revolutionary development in the delivery and consumption of sports. This award goes to an innovation that delivers compelling new sports viewing experiences.

The nominees

Amagi for Amagi's Live Sports Streaming Solutions

Backlight for Wildmoka

Cleeng for Seasonal Subscriptions

Edgio for Edgio Uplynk, Canadian Hockey League

Pixellot for Pixellot End-to-End Sports Streaming Camera Solution

Quickplay for Dynamic Ad Insertion in Live Sports Streaming Telecasts

Synamedia for In-Stadium Experience

THEO Technologies for THEOlive



Synamedia for In-Stadium Experience

Synamedia's immersive In-stadium Experience gets sports fans closer to the action. Teaming up with technology partner NativeWaves, Synamedia is delivering breakthrough end-to-end ultra-low latency to let fans instantly re-live the the action by replaying key moments (injury, overtake, score) from different camera angles using either companion devices at home or 5G devices whilst on the move and live in the stadium.

The In-stadium Experience also offers enriched live streaming with a choice of viewpoints and real-time stats. The end-to-end system simplifies operations delivering sports action to fans in a new, immersive way.

Judges comment "This is a great entry with a clear solution to solve the lack of bandwidth in stadiums, giving enhanced screen experience with live, play by play and stats."

Success is hard-won in the TV world. Repeated success is even harder. The Lifetime Achievement Award recognises an outstanding individual who has achieved the rare distinction of delivering, inspiring or executing innovation time and again over the course of their career.



Archana Anand, Chief Business Officer, ZEE5 Global

Archana Anand has the unique distinction of having helmed four successful video streaming services, two of them right from inception. With a strong background of over 25 years in driving P&L and Strategy across businesses, a keen consumer understanding and an innate instinct for Digital; she has been at the forefront of the digital charge.

She has spearheaded the conceptualisation and launch of the ZEE5Global digital platform, first in India, and then internationally across 190 plus countries, making it a key global player catering to both South Asian and mainstream audiences. It is the number one streaming platform for South Asian content across global markets including in the US, UAE, Europe, and other countries.

Not only does Archana Anand drive digital change, she is a strong champion of the South Asian cause by building communities which help South Asian youth connect with their roots, and also by constantly amplifying their narratives in domestic and international forums.

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