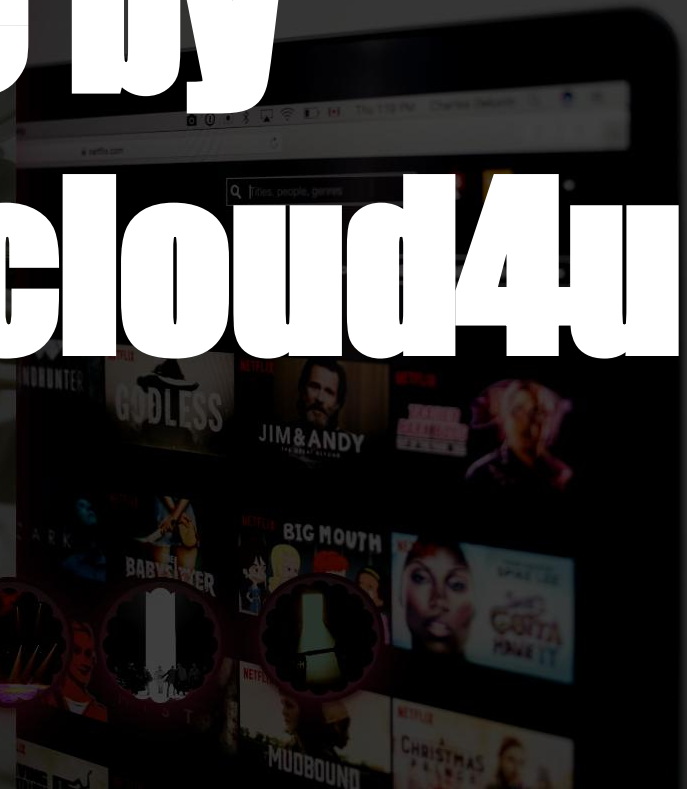# Movie by Multicloud4u

A self service Over The Top Platform to help you build your own OTT APP running seamlessly on Web, Mobile or on Your Home Theater in just few days .

5th IR

MultiCloud4u

The Media delivery In your hand

The future of OTT?

With the induced pandemic back in 2020 whats was there as a secondary medium of entertainment has become the primary medium of entertainment.

All contents are never going to stay at Netflix, Zee or Hotstar there must be a medium for them and that's where OTT works.

OTT Streaming Becomes the Main Form of Content Consumption

Online streaming has ushered in a rapid progression these last 10 years, driven by the Netflix disruption and its explosive growth since 2010, and is increasingly becoming the main choice of video consumption for consumers
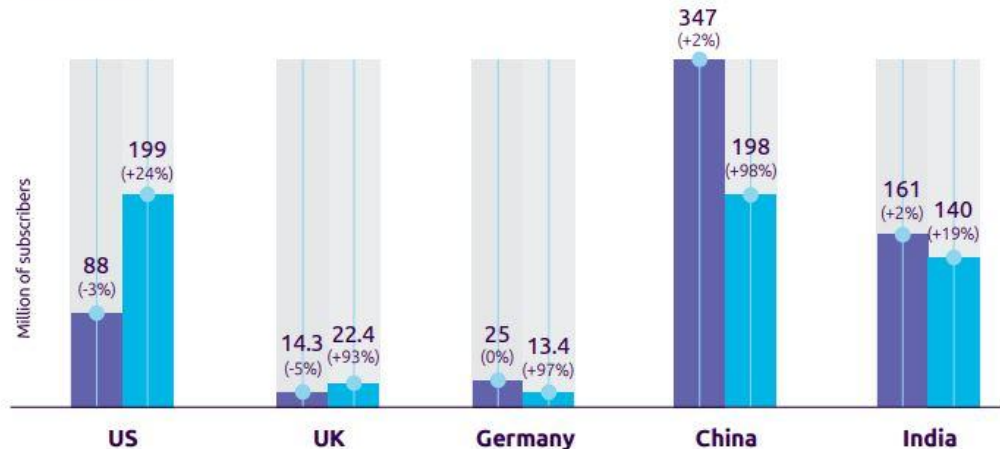
A Global Phenomenon

In 2017, SVOD services lagged behind Pay TV globally, but they are now poised to overtake Pay TV in more than 30 countries by the end of 2020[1]. In the UK in 2018, Netflix surpassed the prestigious Sky satellite TV in number of subscribers, pushing Sky to develop its own OTT service, which is now Sky's major growth driver[2]

The rise of streaming is not limited to English-speaking countries. While the United States is still far ahead, the evolution of OTT is beginning to accelerate elsewhere. India is experiencing a full-on expansion. Likewise, in China and Germany, OTT is starting to cannibalize Pay TV (see figure 1)

As a result of EMEA and APAC growth, Netflix now has more subscribers outside of the U.S. than inside.[3]

Figure No: 1 PayTV vs Svod subscriptions (in actuals) by country & growth percentage 2019[4]

	US	UK	Germany	China	India
PayTV	88 (-3%)	14.3 (-5%)	25 (0%)	347 (+2%)	161 (+2%)
Svod	199 (+24%)	22.4 (+93%)	13.4 (+97%)	198 (+98%)	140 (+19%)

Million of subscribers

5thIR

The solution

- Subscription Based Model.
- Host Movies.
- Host Web Series.
- Setup Shows and Events.
- Embed Skippibale Advertisements
- Own and limit the content delivery based on freemium or paid.
- Cast On TV
- Dedicated mobile APP with Web and TV accessibility.

The team

"Why are we the ones to solve the problem we identified?"

Anjani Kumar

Global MD, CEO India

&

Chief Product Architect

Dhiraj Singh

CEO USA

&

Head of Sales US & Canada

How we will enable you?

A Step By Step Guide For A Better Engagement

Setup Tenant & A Copy
of the Platform to test

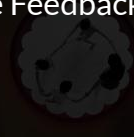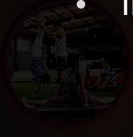Receive Feedback

Launch

| Week 1 | Week 2 | Week 4 | Week 6 | Week 9 |

Provide training and
assign users

Incorporate Feedback

Features that you will love.

Secure & Easy Subscription Based Access

Accessible as per the plan you setup.

The system supports multiple type of subscriptions.

1. Freemium
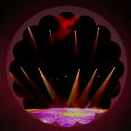2. Paid Plans

Download APP

Register and Choose Plan

Stream and Play Videos

Easy Media and Content management

Own and Manage your contents easily

Get your Admin Id and manage your Movies, Web Series and Advertisements

Get Admin Access

Add Content Managers

Manage Series, Movies and Advertisements

5th IR

Manage and Create your subscription Plan

1. Create Subscription Plan
2. Setup Workflow
3. Manage Assets based on subscription Plan
4. Manage Free View, Tickets and Subscription Based View
5. Manage and Monitor users by Plans and Viewerships
6. Notify users on next release and for change of subscriptions.
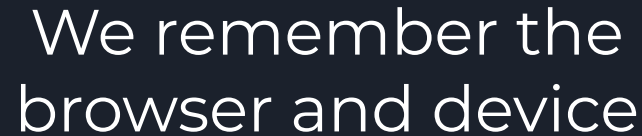
Login once and access it for an year.

The system supports multiple type of login

1. Basic email based access.
2. OTP based validation using our mobile app.
3. Remember users for clutter free access.
4. Easy self service password reset via mobile app.
5. Allows Mobile app to be associated with a student and mobile number.
6. Only allows specific audience to access specific resources based on subscription

Audience Logins

We remember the browser and device

Keep serving content until they upgrade downgrade subscriptions

Mobile APP for easy access.

Mobile APP

Integrated mobile applications.

1. Android and IOS.
2. Universal Experience
3. Announce Schedule, Events and Shout Outs
.
4. Bell based period change announcement.
5. Use For OTP and Validations and Later For signing certificates.
6. Attend Classes, browse courses, certificates and take MCQ Exams.

Separate Mobile APP

OTP and Event Notification

Browse and View Movies Series, Advertisements, Streaming and Videos

Why Now?

Smooth transition from traditional television to OTT content.

For companies hesitant about embracing digital advertising, OTT advertising offers a smooth transition.

In 2022, researchers predict that the revenue generated from OTT media services will exceed $83.4 billion.

One of the biggest benefits of OTT is being able to stream content over many devices.

Plans & Pricing

1. Start with 5000 Users
2. (Minimum Commitment 12 Month)
3. Pay only for 9 Months
4. 10,000 INR /Month For First 1- 5000 Users.
5. After that 1000 Rs /5000 Added Users / Month
   ** 2000 Concurrent Users / Further Bandwidth charges on actual.

- Custom Website Integration
- Separate Tenant
- Separate Payment Gateway/Existing Payment gateway Integration
- Build Subscription Plan, Embed Advertisements, Ad Update Movies, Series and Any other Video Contents.
- Dedicated 40 Hours of support/Month
- Integrate with Youtube, Twitch , FB Live or any other channels which has Embed Code.
- Dedicated 30 hours of virtual event hosting and streaming
- Separate Team Account Management
- Download Upload User Data, Media Contents and Assets
- Up to 200GB/Month Private Video Upload / (Contact for data limit increase above it on actual)
- Free 3 Months Pilot with basic customizations
- PII Encryption and Hashing
- Free Social Media Marketing, Advertisement, Lead Generation, Campaign Plan and SEO setup
- Free Dedicated Mobile APP

Thank You

multiclouders@multicloud4u.com

www.multicloud4u.com

www.5thir.com