

ANEVIA PARTNERS WITH KEEPIXO TO PROVIDE UHD ULTRA-LOW-LATENCY END-TO-END OTT SOLUTION

[Anevia](#), a leading provider in OTT and IPTV software solutions, has announced a strategic business partnership with [Keepixo](#), a French-based leading provider of software head-end products, to provide operators and broadcasters with a ‘one-stop shop’ ultra-low-latency delivery solution for UHD content in over-the-top (OTT) environments.

The solution addresses current latency issues faced by OTT service providers and as part of this, Keepixo will be integrating its ultra-low-latency encoder with Anevia’s existing software-based solutions to create a brand new end-to-end solution. This will specifically benefit live events consumption on OTT platforms.

Anevia and Keepixo’s work together will also enable premium UHD content consumption in response to the increasing consumer demand for 4K and HDR content. It will be one of the only software-based solutions on the market to enable ultra-low latency UHD delivery, and this fully applies to both live and on demand content.

From a strategic perspective, this partnership between Anevia and Keepixo will see both companies leverage their existing customer bases and geographical presence to deliver an innovative new end-to-end solution on a larger scale.

Damien Lucas, CTO for Anevia, says: “The issue of latency, specifically in live OTT environments, can have a really damaging effect on the overall user experience. In some cases, these streams are being delivered to viewers 30 seconds later than the live broadcast, which means that someone watching a football match might see news about the latest goal on their smartphone before it happens on their screen, for example. This can be extremely frustrating and can often result in the viewer switching providers altogether.

“The answer to this latency problem does not revolve solely around CDNs or origin packagers — it’s about bringing all of these components including encoders together and delivering it to the operator in a single integrated package. This also makes it much easier for the operator to deploy and considerably speeds up the time it takes to go to market. This is what we are looking to achieve through our work with Keepixo, and we can’t wait to get started.”

Jerome Blanc, COO for Keepixo, says: “We are excited to be working alongside Anevia on a solution that could change OTT streaming as we know it. By combining our encoding technology with Anevia’s innovative software-based solutions, we will be able to deliver over OTT a UHD viewing experience that far surpasses what consumers are currently used to, both from a quality and latency perspective.”

About Anevia

Anevia is a leading OTT and IPTV software vendor that specializes in delivering innovative solutions for live TV, near-live, video on demand (VoD) and multi-screen. Anevia was founded in 2003 by the developers of the well-known VLC media player, and since then the company has pioneered unique solutions across several fields, including cloud DVR and multi-screen. Anevia's mission is to deliver innovative technologies that enable viewers to enjoy a next-generation TV experience — wherever, whenever and on every screen. Anevia's solutions have been adopted by globally-renowned TV broadcasters, telecommunication and pay-TV operators, video service providers and many private and public companies. Anevia is listed on the Paris Euronext Growth market. For more information please visit www.anevia.com.

About Keepixo

Keepixo, the spin-off of Allegro DVT's broadcast business, is a leading provider of software-based and cloud-ready head-end solutions for IPTV & OTT TV. Offering a complete range of products, it covers the encoding, packaging and delivery functions of the OTT TV chain. This includes live and file video transcoders, feature-rich OTT packagers, mosaic generators, and a live-to-file recording solution for catch-up TV. Keepixo solutions have been sold to more than 150 customers including 40 tier-1 operators worldwide.

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