Welcome to farmOTT, powered by Ittiam Media Labs

In this week's <mark>digest</mark>, we cover how farmOTT plays an important role in VOD scenarios.

Video on Demand is an excellent use case for Enterprises and Operators to use farmOTT service. With the advent of multiscreen and multiservice requirements, the content obtained from Studios, Live content that is stored for catch-up TV, any other User generated content etc. need to support multiple bitrates and formats. Encoding content for each format parallelly and storing would require compute intensive environment and storage resources. Here is how farmOTT service can help in VOD workflow.

1)   Upload the content to farmOTT in multiple different ways depending on the size of the content – we provide Desktop Upload, Pull from FTP and HTTP locations, FTP credentials to access our FTP server to push content, Sync from Cloud IaaS providers like S3, Rackspace, Azure and Drop Box integration.

2)   For multiscreen / multi format support we provide a huge combination of predefined presets for transcode. The user can also create their own custom presets for transcode.

3)   The transcode of all the formats happen in parallel in the cloud and they are backed by farmOTT SLAs to guarantee the best user service with cost effective Subscription Plans.

4)   In future, we will also support in addition to multi format- multibitrate transcode with ABR for HLS and MPEG-DASH. With the HLS / MPEG-DASH format, users can have a better User experience.

5)   After the content is transcoded, we store the content in farmOTT cloud or in the user's Origin Servers.

6)   We can also add Subtitles to the content using our Subtitle support.

7)   The content can also be archived and stored with HEVC encoding – in order to reduce the storage costs.

8)   We also provide the ability to integrate with CDN's of the user's choice to complete the end to end workflow.

What are you waiting for?

To Login, visit https://transcode.farmott.com/farmott/ with user name and password provided to you.
For any further queries, send an email to support.farmott@ittiam.com

- The farmOTT Team