

Tvinci Powers Blink - The Premium OTT Movie Service Set To Take The Philippines By Storm

Premium OTT TV Service for The Philippines, uses Tvinci's award winning OTT 2.0 platform

Tel Aviv, Israel, September 9th 2013 – Tvinci, the leading Pay-OTT Platform provider nominated for 5 industry awards at IBC 2013, today announced that its award winning OTT 2.0 platform will power a new premium and personal over-the-top (OTT) TV service in the Philippines called 'Blink'. Content is provided by Deluxe OnDemand, and consists of Hollywood blockbusters and prime time TV series.

Launching in Q4 2013 with an extensive catalogue of Hollywood blockbusters, Blink's cutting-edge service is set to take the Philippines by storm. Packages will allow for unlimited access to the latest major studio releases on a subscription or a la carte model. The service will initially roll out in the Philippines, and already boasts a total of 500 movies, 2,000 hours of TV series and general entertainment channels from leading Hollywood studios. In addition, the service will have six live channels with full EPG support, and plans to launch more by the end of 2013.

"We have chosen to work with Tvinci and Deluxe OnDemand because of the confidence of the Hollywood studios in these partners and their track record in the digital media business." Ronan K Deguzman, Chief Operating Officer of Omni and Executive Vice President of Solar Entertainment, the largest buyer of Hollywood content in South East Asia.

"We are delighted that our OTT 2.0 platform has been selected to power Blink - the most innovative TV service in the Philippines. Blink offers a personal and social TV service using our platform to manage content, users, devices, business rules and user experience. Blink is set to provide consumers in the Philippines with a transformed viewing experience," said Ofer Shayo, CEO, Tvinci. "The quality of the content provided by Deluxe OnDemand is superb and their content services - ingestion, encoding, encryption and streaming - provide their customers with exceptionally high quality video. It is a pleasure to work with Deluxe OnDemand on Blink, and I believe that the Tvinci-Deluxe OnDemand partnership is a winning formula for any service provider."

Ofer Shayo continued; "Asia is a particularly exciting market for us, with increasing uptake of broadband in the region providing improved bandwidth and ever more connected consumers. This is Tvinci's second major Asian deployment in 2013, and we are looking ahead to further future expansion in the region. "

Tvinci's OTT 2.0 platform also supports video on demand (VOD), subscription video on demand (SVOD) and pay-per-view (PPV) models that will allow Blink expand by creating packages based on language and/or currencies across its international entertainment and sports content.

Blink will be deployed with a fast time to market by deploying Tvinci's turnkey solution with frontend templates and support for multi-tenancy. This means that the service is well positioned to succeed in the Philippines and across the region.

The service will be deployed across PCs, Macs and iOS and Android smartphones and tablets.. Tvinci's support of multiple currencies, business models, dubbing and subtitles will future proof Blink and the service's expansion across other territories in Asia.

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About Tvinci

Formed in 2007 especially for the advent of Over-the-Top TV (OTT TV), Tvinci's award-winning platform enables its customers - TV operators, telcos and media companies - to create a personalized, social TV experience for end-users consuming premium content across various devices. The company specializes in high-end solutions for the smart management of content and user experience, and has deployed its platform for leading brands worldwide that include Mediacorp, Eutelsat, Chellomedia, Orange, Elisa and others.

For more information visit: www.tvinci.com

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Pay Over-the-Top TV Platform