

Unified Streaming and StreamOne partner to offer video content monetization service for International FashionWeek

Amsterdam, The Netherlands 20th of April 2017

Smart video-streaming provider Unified Streaming proudly joins forces with online video platform StreamOne to help clients monetize their internet content. International FashionWeek Amsterdam is one new such client.

Twice each year, FashionWeek Amsterdam grabs the attention of the Dutch and Flemish fashion worlds' biggest names and rising stars. But for all those who cannot experience the catwalk from the front row, there is FashionWeek TV.

Using StreamOne to stream all its video online, FashionWeek now also enjoys the opportunity to optimize internet revenue through personalized advertisements. Video ad platform and inventory manager Improve Digital supplies the ads, while StreamOne relies on Unified Remix for dynamic ad insertion. This server-side solution by Unified Streaming creates a stream that functions as though it has a single origin and a single timeline. That means players see no discontinuity. Plus, it works on all devices.

"Although inserting ads is an important use case today, we predict that future streams will be personalized and created dynamically, comprising of all sorts of content. StreamOne is a strong partner, constantly staying at the leading edge of technology" says Unified Streaming's VP of Global Sales Simon Westbroek. "After last year's successful integration of Unified Origin software into their Platform, StreamOne's decision this year to apply Unified Remix allows them to offer a scalable online video platform to help organizations manage, distribute and monetize content."

Join us at NAB 2017 where StreamOne will present "Increase User Experience and Revenue with True Server-Side Ad Insertion (SSAI)".

Date and time: 26th April 2017 4:30 PM – 5:00 PM. Venue: Connected Media IP Presentation Theater

About Unified Remix

Compatible with all screens and devices and integrated with external ad networks, Unified Remix is a revolutionary multi-platform server-side solution to dynamically insert and edit content. The software mixes clips from various origins into a single stream so players experience no discontinuity and audiences get suitably tailored content and ads.

About Unified Streaming

Unified Streaming is dedicated to helping companies create and execute smart video streaming technologies. Its products are in operation around the world, with customers ranging from live news broadcasters and major TV networks to service providers and technology partners.

Time and again, Unified Origin has proven to offer a stable, scalable and highly performing solution that fits into existing web servers, such as Apache, IIS and Nginx. It provides streaming from one encode simultaneously to multiple devices in combination with various DRM technologies. This flexibility means customers get greater return on existing investments, reduce delivery costs and boost time to market.

For more info: www.unified-streaming.com and follow us on @UnifiedStream on Twitter.

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