

OTT Platform Development — AI Engineering Playbook

Fora Soft Learn · AI for Video Engineering

1 · The feature menu (group by job, then pick features)

Prepare the catalog	Per-title encoding, upscaling, thumbnails, chapters. Once at ingest.
Find & understand	Captions, dubbing, translation, summaries, search. Mostly ingest.
Keep it safe	Moderation, AI-content disclosure, age rating. The gate before publish.
Grow watch time	Recommendations, personalized thumbnails, ad targeting. Continuous.

2 · When does it run? (the decision that drives cost)

Once at ingest	encoding, captions, dubbing, moderation. Paid once, reused forever.
Per view	on-the-fly summary, clip, search. Cost multiplied by your audience.
Continuous	recommendations, ad targeting. Always-on serving you operate.

Rule: push everything you can to ingest

— the single biggest OTT AI cost lever.

3 · Build the platform: rent vs assemble vs build

Rent managed platform	~80% of features in 8-10 wks. AI & data live with the vendor.
Assemble hyperscaler	cloud media + AI APIs. Control for a small video team; pay per use.
Build open source+APIs	14-22 wks. Data stays inside; 30-50% cheaper at scale; you run it.

4 · The cost math (ingest-once beats per-view)

1,000-hr catalog x \$1/hr: once at ingest = \$1,000 total, forever.
Same feature per view at 100k views/mo = \$100,000/mo. Same output, 100x the bill.

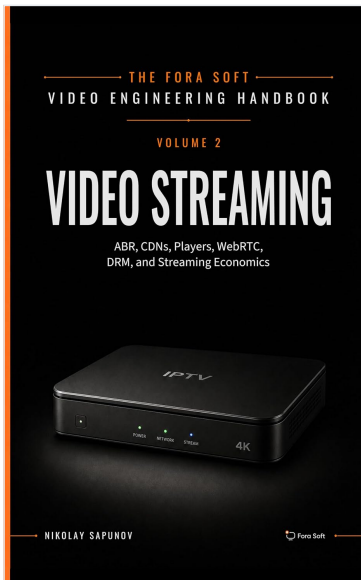
5 · Compliance gate — every asset passes it at ingest (context, not legal advice)

- ☐ Moderate every upload: AI does the first pass (~1/30-1/100 of human cost); humans judge edge cases.
- ☐ Disclose AI-generated or AI-altered video — EU AI Act Article 50 makes labelling an obligation.
- ☐ Attach a C2PA content credential to synthetic or AI-edited assets where you can.
- ☐ Add captions for accessibility — AI caption generation makes this cheap; many markets require it.
- ☐ Run the whole gate at ingest, before publish — fixing a live title costs far more.

Companion to: 'OTT Platform Development — AI Engineering Playbook'

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GO DEEPER · VOLUME 3 OF 7

Video Streaming: A Complete Guide to Video Delivery

From ABR and CDNs to Players, WebRTC, DRM, and the Economics of Streaming

By Nikolay Sapunov, CEO at Fora Soft · 1,182 pages · Kindle & paperback on Amazon

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This sheet sorts OTT AI features by job and run time, compares rent, assemble and build, and adds a compliance gate. Volume 3 covers the platform those features sit on: ABR and bitrate ladders, CDN caching, players, DRM and the economics of delivery that set the per-view bill.

WHAT YOU WILL FIND INSIDE

- Players and how per-view features reach them
- ABR ladders after AI per-title encoding
- CDN caching and per-view delivery cost
- DRM and protected catalogs

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Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI

Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF

Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery

Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing

Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs

Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video

Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Adding AI features to your OTT platform without a per-view bill?

We will sort your AI feature list into ingest-once and per-view, pick rent, assemble or build, and set the compliance gate. 250+ video products shipped since 2005.

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