Unified Virtual Channel

Create new channels
and run experiments faster

Simplify your workflow with an easy-to-integrate, API-based solution. Mix existing VOD content with live streams, doing seamless transitions between them. Customize and localize your content, and monetize your stream with ads.

No need for a broadcast delivery chain.
No viewers = no compute power.

Software-only. Easy. Quick.

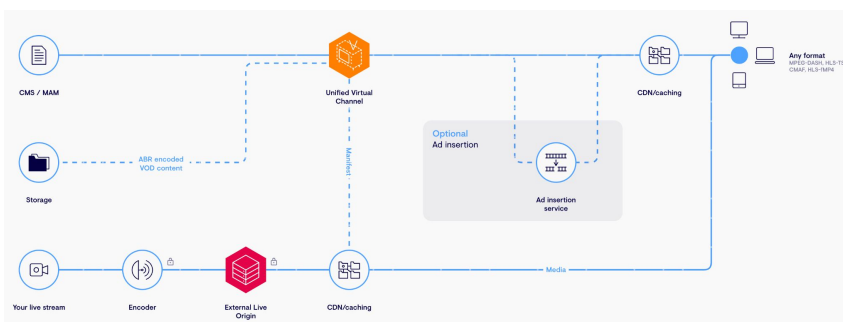| |
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| **FAST channels** |
| **Educational channels** |
| **Music event channels** |
| **Regional channels** |
| **Live sports channels** |
| **Movie premiere channels** |
| **Kids channels** |
| **Interest-based channels** |
| **And more . . .** |

Kick-start your new channel
with the API-based solution

Beforehand, you'll need a library of ready-to-stream VOD content; a live stream (if you'd like to mix VOD with live); playlists; and an understanding of how an API connects with software, so you can integrate it into new or existing streaming workflows.

To start your channel, simply deliver a playlist (VOD, live, or a mix of both) to the API. Unified Virtual Channel will scan, sync, and stitch your content.

To transition to another playlist seamlessly, just deliver a new playlist!

Speed up channel creation
With an easy-to-use, API-driven solution, you can create mixed, virtual linear streams from pre-encoded VOD and live content. Instead of days or weeks, channels can be watchable in minutes or hours.

Customize, localize,
and monetize your content
Personalize channels by basing content on viewing histories, interests, demographics, and more. Target ads, teasers, trailers, and shows that resonate with specific audiences.

Retain viewer loyalty
Stay relevant by creating channels that draw a crowd, then keep them coming back for more. Offer your viewers a dynamic viewing experience—and the best streaming quality, to boot.

Try it now free
or book a personal demo