CASE STUDY

ONE TV FOUNDATION. MULTIPLE BRANDS.

Fully managed TV-as-a-Service. Across screens. Under your brand.



TV Factory's multi-brand model brings together a shared managed TV platform and a commercial aggregation layer. With 24i TVaaS as its foundation, it supports branded TV services.

PARTNER
TV Factory
Aggregation and commercial layer.

MODEL
Multi-brand TV
Shared platform. Multiple branded services.

PLATFORM
24i TVaaS
Fully managed TV foundation.

TV EXPERIENCE
Live TV · Restart · Catch-up · Recording

DELIVERY
Across screens. Under your brand.

THE CHALLENGE

Grow across brands without multiplying complexity.

Each brand needs a TV proposition it can take to its own customers. Building a separate TV stack for every proposition can duplicate infrastructure, vendor integrations and ongoing operational effort.

The challenge is to support those distinct propositions while keeping the underlying TV service manageable and scalable.

THE PARTNERSHIP

Managed by 24i. Delivered locally with TV Factory.

24i provides the fully managed TV foundation. TV Factory handles service aggregation, commercial operations and multi-brand enablement. Individual brands deliver their TV propositions to customers.

Together, they combine platform capabilities with market reach, enabling multiple branded experiences on a shared foundation.

FOCUS ON YOUR CUSTOMERS. WE HANDLE THE TV COMPLEXITY.

One shared foundation, with each brand's customer proposition at the forefront.

ONE MANAGED PLATFORM.
MULTIPLE WAYS TO REACH THE CUSTOMER.

HOW THE MODEL WORKS

24i TVaaS
Managed TV foundation

Content · Video Worklow · CDN · DRM · EPG · Apps · Devices · Operations

TV Factory
Aggregation & commercial layer

Customer and service aggregation

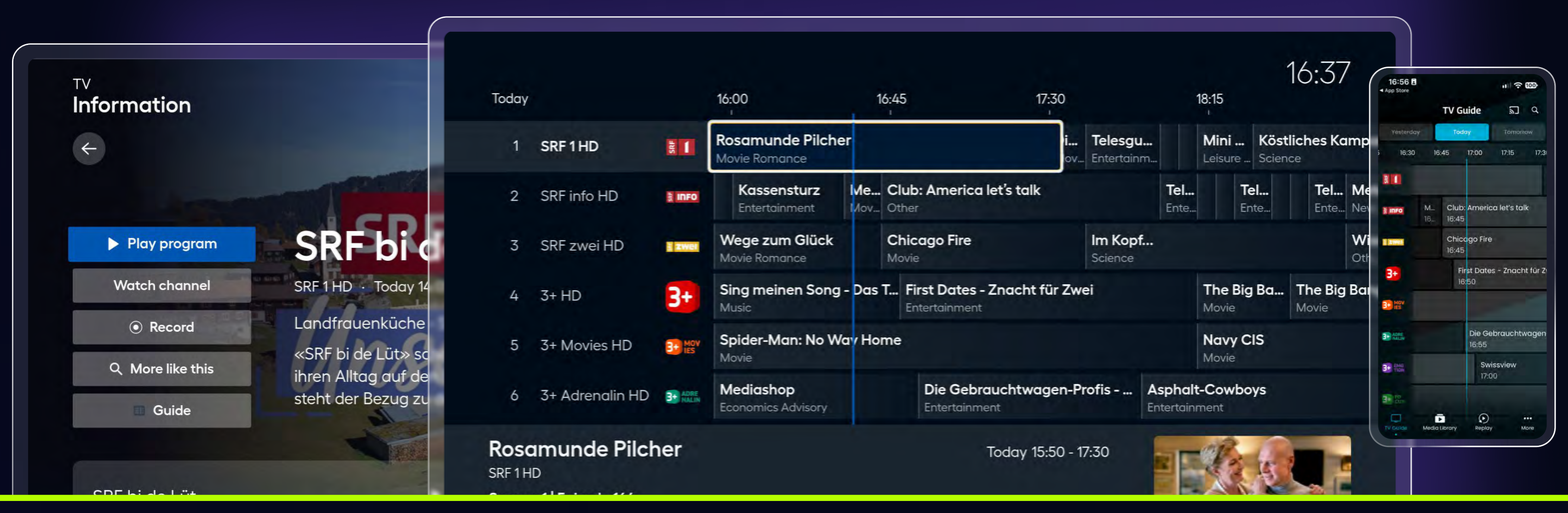
Commercial layer

Multi-brand enablement

BRANDED TV EXPERIENCE

Live TV · Radio · Recording · GT-12 Ad Support

Across screens · Restart · Catch-up · Under your brand



THE VALUE OF A SHARED FOUNDATION

ONE FOUNDATION

Avoid duplicating the core TV stack for every brand, with shared platform capabilities and managed operations.

MULTI-BRAND SCALE

Support multiple propositions across brands with flexible commercial offerings built on one shared technology platform.

FASTER LAUNCH

Reduce the need for separate platform builds and integrations, helping bring branded TV services to market faster.

Why 24i TVaaS?
Fully managed.
Built around your brand.

24i TVaaS combines a fully managed cloud platform with pre-integrated TV capabilities and a pay-per-subscriber model. Service providers can focus on their brand, customer relationships and commercial proposition while 24i runs the TV platform. Platform costs scale with subscriber growth, without the need to build and operate the TV infrastructure yourself.

**MANAGED BY 24i.
DELIVERED LOCALLY
WITH TV FACTORY.**

See how fully managed TV could work for your business.

Experience it live