

# NEW IT VENTURE

OTT/IPTV CONSULTING  
AND DEVELOPMENT  
COMPANY

NEW IT VENTURE



"ACCESSING INFORMATION ANYWHERE, ANYTIME"

# ABOUT US

New IT Venture(NITV) is an OTT/IPTV consulting and development company which provides top notch OTT/IPTV solutions to Cable operators, ISP, Media houses or anyone who wants to join the video streaming industry. NITV has wealth of experience in IPTV domain which enables it to create scalable IPTV/OTT application from ground up with highly intuitive and appealing UI/UX.

We have already provided top notch **IPTV/OTT** solution through **NET TV** in Nepal through **leading ISP and Telcos in Nepal which already has 70,000+ IPTV Subscribers** and **500,000 OTT Subscribers** and through **Worldondemand STB App with 150,000 users in Japan**

We have had pleasure working with clients like Bharat Sanchar Nigam Limited (BSNL), Axiata, BSNL, OOKTEL, Nepal Telecom, Softbank, NTT, YokozunaNet to name few. NITV has created cutting edge Video streaming application from ground up as well as adding a layer in existing system such as:- giving facelift to their existing app, adding monetization capabilities, multiple platform for their existing application, data visualization and analysis, and many more.

Whether you are already a big player who is looking to tap the video streaming market or a startup looking to join the lucrative OTT/IPTV and build a next big live TV, video streaming application, we are here to escort you. NITV Corporation is an OTT/IPTV Consulting and implementing company established in 2004. NITV Team profile includes:

- IPTV/OTT platform development, with a transcoding solution, middleware platform, and client apps(Smart TV Apps, STB Apps, Amazon Fire TV, Roku, Apple TV, Android, IOS, Web App)
- IPTV/OTT platform development, consulting, implementation and customization
- UI/UX design branding and customization
- Third party integration(billing, payment system, AES 128 bit Encryption , CDN).
- Telco Payment Integration and Local Payment gateway integration
- Integrating new Client platform
- Migration of end-users from legacy systems to NITV platform.
- Technical support and 24/7 automatic monitoring
- CRM and HelpDesk Integration

# NEW IT VENTURE

OTT/IPTV Consulting and Development  
company

1

## Android set-top-box



Android Set Top Boxes have been in existence since a while now and have been gaining more and more importance in the OTT/IPTV market. New IT Venture's NetTV is Nepal's first IPTV/OTT platform and has been gaining popularity with each passing day. Our team of Android STB app developers have the proper amount of knowledge and expertise to develop world class set top box applications which aims to provide the best of features and functionality to the users. Not only NetTV, New IT Venture has successfully developed many Set Top Box applications such as World on Demand, Total Cable, etc and therefore have a global reach in this field.

2

## iOS App Mobile/iPad



We have a highly skilled team of iOS developers who has years of experience in creating OTT Applications. We have created and launched custom Video and LIVE TV streaming Applications for clients such as NEWTV, World go where we created an application from the ground up. Our projects have given us extensive experience in integrating your applications in multiple platform such as IPTV, website and ios Application. Alternatively we can also create a stand alone iOS application.

3

## LG Smart TV App



We have a specialized team in developing Smart TV Application for WebOS. At New IT Venture we have a team of highly experienced team working together to develop world class applications for all Smart Televisions. We can easily be considered the market leaders in the development of Smart TV applications in Nepal and are looking to expand our reach in the global market as well. We have recently successfully completed a Smart TV application for LG Electronics.

4

## Roku Box



Over the years, New IT Venture has been successful in building a team of Roku Developers who have gained expertise in this field. New IT Venture provides end to end Roku app development from the initiation to the live production. We are proud of our team of specialized individuals working together to create user friendly and beautiful Roku applications. New IT Venture's flagship product World on Demand is available on Roku as well.

Please follow this link for further details <https://www.worldondemand.net/mobile>

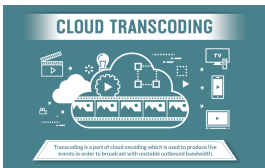
# NEW IT VENTURE

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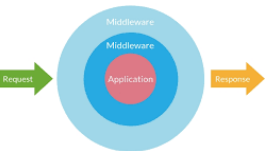
## 5 Android App Mobile/ Tablets

Our team is expertise on developing various types of application in android platform.



## 6 Transcoding

TV Broadcasting with Real-Time Encoding and Transcoding System from NITV Functionality coming with the Transcoders allows service providers to deliver TV broadcasting in resolutions up to 4K.



## 7 Middleware

Our middleware IPTV is unique from other middleware products on the market in that it offers truly amazing features that you won't find anywhere else, at least not all in one convenient package.

## 8 Ad Platform



Our In house Ad platform Ad Network supports multiple monetization ways for content and media owners. Its main highlights are are as follows: Supports cost per Impression, Cost per click Ad targeting based on location, device, time or IP range, Channel specific Advertisement, Geo Location Targeting, Time Targeting.



## 9 UI/UX Design

Our years of Experience in IPTV/OTT domain will enable us to create highly intuitive, user-friendly interface that is easy to navigate and accessible to anyone. We endeavour in creating simple, well-structured platform provides a great experience for customers allowing them to perform tasks anytime, anywhere, on any device and any network thereby increasing reachability.



## 10 Apple TV

We have an experience team in developing the application for Apple TV even then they are overly priced.



# PORTFOLIO

We have done quite amazing and IPTV/OTT Application so far for clients from around the globe. Here are the portfolio of our past projects.

## NET TV



NET TV is the first IPTV-OTT solution based in Nepal .NetTV has revolutionized the television viewing experience of the audience. NetTV is currently available as a mobile app downloadable on both the App store and Play Store, and is also available as a set top box service for home users. NET TV is tied up with three leading internet service providers as the distribution partners for IPTV solution namely **Worldlink, Vianet and HONS**. NetTV has been downloaded by more than 400,000 Android users and 120,000 iOS users. Its IPTV service has been subscribed by **70,000+ userbase** and is growing at an average rate of **100 Subscribers** a day.

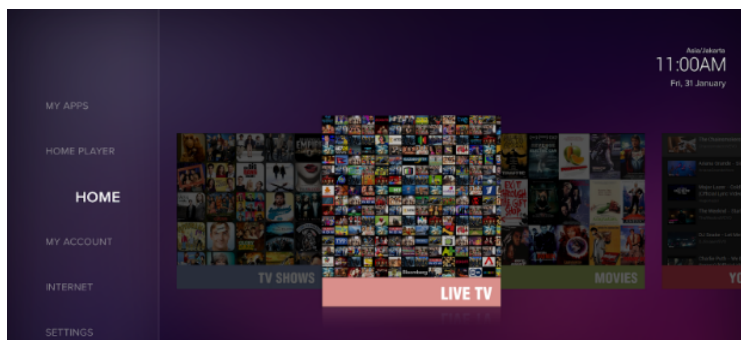
[Technology used: Laravel, mysql, Java Android, Swift, Angular]

Website: <https://web.nettv.com.np/#>

Playstore: <https://play.google.com/store/apps/details?id=com.newitventure.nettv.nettvapp&hl=en>

Apple Store: <https://itunes.apple.com/jp/app/net-tv-nepal/id1040829517?mt=8>

## WORLD ON DEMAND



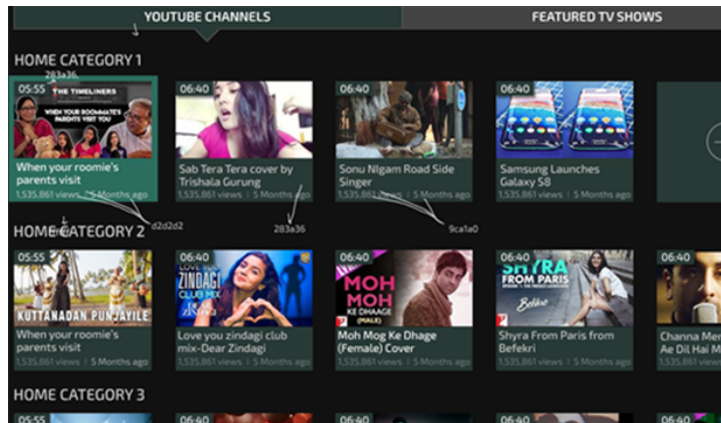
World on Demand launched in **2004 with 150,000 Subscribers** is the first TV service targeted especially for the expat community residing abroad. World on Demand is a multi-platform television service broadcasting live television channels from a number of communities along with on demand movies and TV shows. World on Demand is multi-platform in the sense that it can be used in an array of devices, be it set top boxes, Roku devices, mobile applications (both Android as well as iOS) and can also be used through the web as well.

[Technology Used : Java, Javascript .PHP, HTML5, CSS, Java Android]

<https://www.worldondemand.net/>

# PORTFOLIO

## TOTAL CABLE



Total Cable BD is the Bangladesh based online cable TV alternative, bringing together TV shows, movies, live channels, radio stations and more from a number of countries, all in one place, on every device. Total Cable provides its users access to a varied range of on demand video contents, Live TV channels and radio stations, all in one place. Total cable can be used as a mobile app, and is available on both Android and iOS devices. It is also available for use in PC. [Technology Used : Java, Javascript, PHP, HTML5, CSS, Java Android]  
<http://www.totalcablebd.com/>

## WORLD TV GO



World TV GO™ is an internet based TV Channel viewing application targeted for expats and tourist community living around the globe. With more than 250 channels - catering languages and communities such as English, Chinese, Japanese, Hindi, Bengali, Nepali, Russian, Vietnamese, Italian, French, Kazak, Italian, French, Korean, Mongolian, Indonesian, Filipino, Pakistani, Afghani, Bhutanese, Gujarati, Punjabi connecting them to their home by enabling them to watch their favourite TV Shows and TV Channels wherever they are. World TV GO™ also enables users to watch LIVE TV on the go anywhere, anytime ubiquitously through Smart phone, Tablets, via internet. World TV GO™ can be used simultaneously in more than 3 devices without any interruption. World TV GO™ recently integrated with major telcos OOKTEL, Australia and BSNL in India.

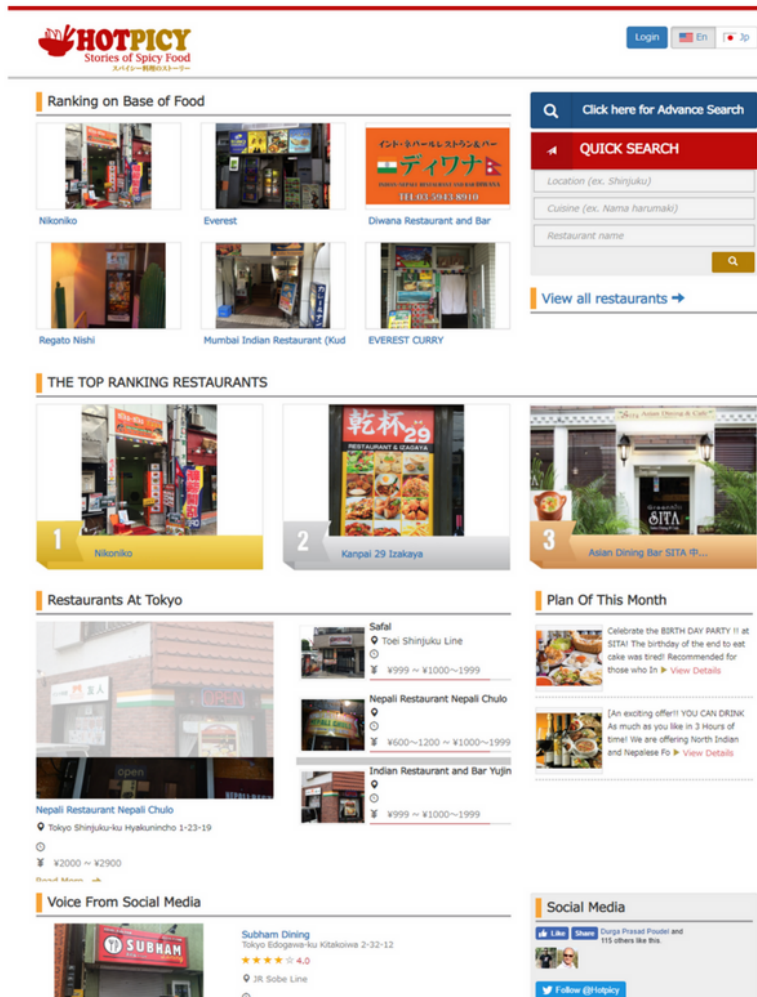
[Technology used: Java, Java Android, Swift, AngularJS, HTML5, CSS3]

Google Play: <https://play.google.com/store/apps/details?id=com.worldtvgo>

Apple Store: <https://itunes.apple.com/us/app/world-tv-go/id1343044870?mt=8>

# PORTFOLIO

## HOT SPICY WEBSITE



HOTPICY.COM provides online digital information (text, images, audio, video and animated flash) about restaurants from inside Japan which offers HOT and SPICY food taste originally from South Asian region. HOTPICY.COM is focused on HOT and SPICY food restaurants having original taste from South Asian region and running inside Japan. The first business purpose is to display food and services offered by South Asian regional HOT and SPICY food restaurant inside Japan. The second business purpose is to encouraging for controlling quality of food and services by frequent feedbacks and comments from registered users and viewers of HOTPICY.COM.

Compatibility : web browsers, mobile browsers, tablet/ipad browsers

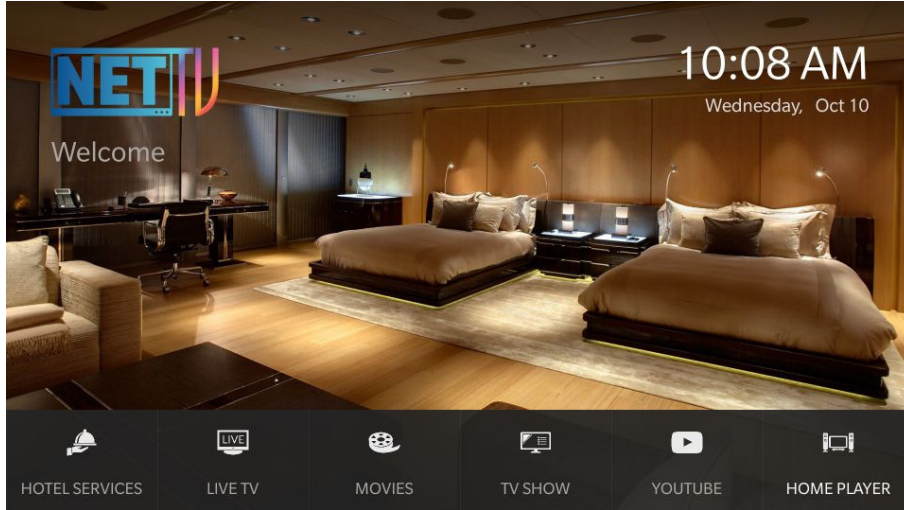
Technology Used : Java, Java script, HTML5, CSS

Website : <http://www.hotpicy.com/>



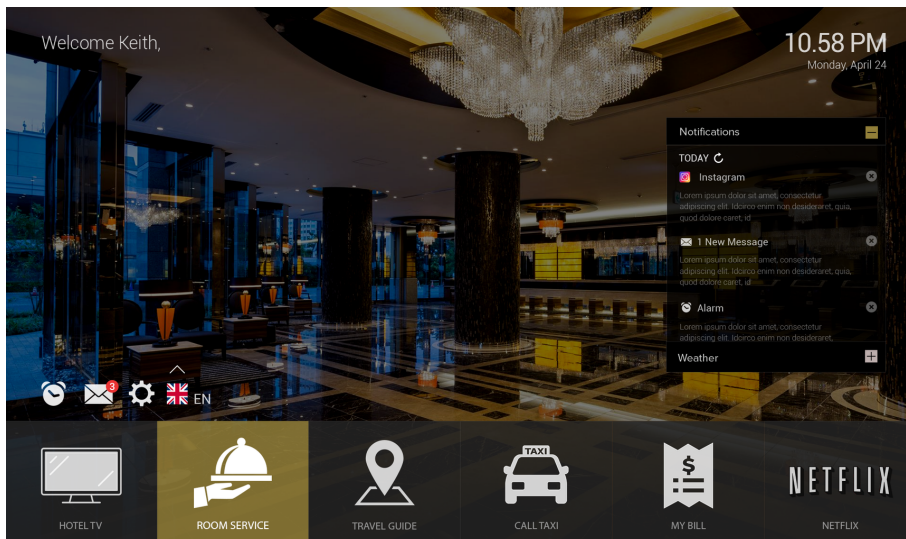
# PORTFOLIO

## NET TV HOTEL APP



NET TV Hotel application provides the features such as Hotel Services, Live TV, Movies, TV Shows, Youtube and Home Player. You can access the various hotel services through this application such as food ordering, table reservation. You can also enjoy different movies and watch live TV channels. Various TV shows are available that you can watch from this app. Furthermore you can surf Youtube from this app and watch content there.

## APA HOTEL APP



APA Group (Always Pleasant Amenities) is a Japanese hospitality group that operates APA Hotels. APA Hotels operates the largest group of hotels in Japan with more than 150 properties.

APA Hotel software provides the features such as hotel TV, Room Service, Travel Guide, Taxi reservation, View your hotel bills and also watch netflix from there. This is a Japan based software application which can be accessed only through tablets. You can easily reserve a taxi and call then from the application. You can also see your overall hotel bills from the app and also call for the room service. You can access Hotel TV and watch live TV channels and also can watch various TV series from Netflix.



# WHAT IS OTT/IPTV?

## WHAT IS OTT/IPTV?



OTT stands for “over-the-top,” the term used for the delivery of film and TV content via the internet, without requiring users to subscribe to a traditional cable or satellite pay-tv service like a Comcast or Time Warner Cable. OTT works by streaming TV content over a public Internet where people can watch whatever they want, whenever they want through public internet, rather than expensive closed networks of broadcasters and telecom providers, using their Smartphone and Tablets, web browsers, STB connected to your TV Screen, Smart TV.

One of the biggest challenge OTT has faced is to match the picture quality of cable TV. It’s far easier to deliver acceptable like picture quality over the Smart Phone than deliver HD like resolution in a BIG TV Screen. To match cable like quality IPTV/OTT relies on “Content Delivery Network (CDN)” which stores content over network of geographically distributed servers rather than one central location. For instance, if a request is made to view a video from Tasmania, Australia which is originated from San Francisco it could take a long time to cover that distance. It is better to cache the video somewhere near, let’s say, Singapore or New South Wales, Australia. By distributing contents in this way CDN helps reducing bottlenecks that results in latency and poor picture quality. TV Broadcasting with Real-Time Encoding and Trans-coding System Functionality coming with the Trans coders allows service providers to deliver TV broadcasting in resolutions up to 4K.

Internet Protocol television (IPTV) is a system through which television services are delivered using the internet protocol suite over a packet-switched network such as a LAN or the internet, instead of being delivered through traditional terrestrial, satellite signal, and cable television formats. This new inexpensive technology is replacing the traditional cable and satellite services for many families around the world.

An IPTV service can be delivered to an IP enabled STB (Set-Top Box), TV, mobile phone, tablet, laptop or PC and can be easily incorporated into a video on demand solution. The IP network for running an IPTV service can be provided and managed by the local ISP.

# HOW DOES OTT/IPTV WORKS?

## OTT/IPTV PLATFORM ARCHITECTURE

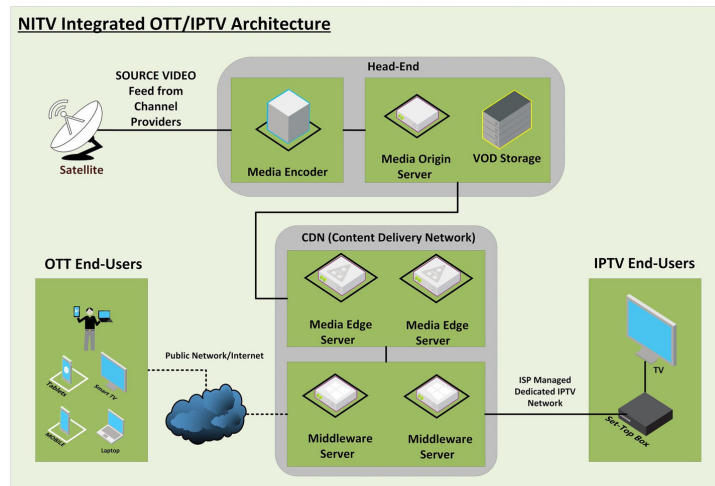


Figure 1: NITV Integrated OTT workflow

## NITV INTEGRATED OTT/IPTV WORKFLOW

- Broadcasters provides the original media stream as IP feed (UDP Feed) which is received as input stream by the soft encoder/transcoder.
- VOD (Video On Demand) content is directly stored in VOD NAS Storage which is connected to Origin Server.
- Encoder/transcoder transforms the input video and provides RTMP output.
- The RTMP output stream as well as the VOD content is processed by the Origin server which performs transmuxing and provides HLS streams.
- This HLS stream is then distributed by the CDN (Content Delivery Network) via various medium such as web application service or mobile application service (Middleware).
- OTT end-users can use various platforms (Laptops, Smartphones, SmartTV, etc.) to request and view contents from web/mobile application servers.
- IPTV end-users can use the service by utilizing STB (Set-Top Box) through ISP managed network.

## OUR SERVICES INCLUDE

- Installation, configuration and management/maintenance of Encoder/Transcoder.
- Installation, configuration and management/maintenance of OTT Head-end/VOD servers.
- Installation, configuration and management/maintenance of Nimble Edge servers.
- Configuration and maintenance of Network components involved (e.g. Routers, Firewalls, switches, etc.)
- Troubleshooting issues related to OTT streaming.
- Provide 24/7 on-site and off-site support.

# COMPATIBLE HARDWARE

## DV8330-S2 QUAD CORE 4K HD ANDROID HYBRID TV BOX WITH 4G-LTE FUNCTION



DV8330-S2 LTE is a quad-core 4K android OTT TV box with 4G Router function. The TV box can connect to the internet via 4G and should also be able to act as a Wi-Fi hotspot.

- Quad core 64-bit CPU
- Fully compliant with DVB-S/S2 standard
- Support 4G LTE with sim card
- VP9, H.265 4K@60fps
- HDMI 2.0b, CEC, HDCP2.2
- VP9@4K\*2K@60fps
- HDR 10 and HLG HDR processing

## DV8230-AP LTE ANDROID OTT TV BOX WITH 4G-LTE ROUTER



DV8230-AP LTE is a quad-core 4K android OTT TV box with 4G Router function. The TV box can connect to the internet via 4G and should also be able to act as a Wi-Fi hotspot.

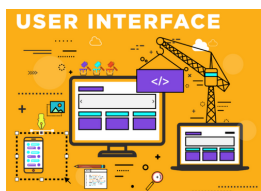
- Quad 64-bit Cortex-A53 CPU
- Penta Core Mali-450 GPU
- 4Kp60 HEVC Main-10 Decoding
- VP9 up to 4K\*2K@60fps
- Support HDR 10 and HLG HDR processing
- HDMI 2.0b, CEC, HDCP2.2
- DRM: Widevine, Playready, Verimatrix
- Support Various DRM / Middleware

# WHY NITV?



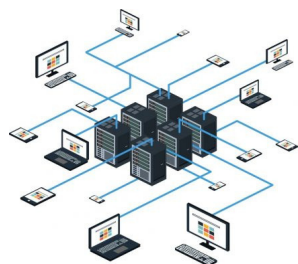
## 1 Domain Knowledge

We have a practical know-how of OTT/IPTV domain by working with multiple OTT/OTPV Operators across the globe. NITV has tremendous experience in designing hybrid OTT and IPTV architectures.



## 2 Highly Intuitive Interface

Our years of Experience in IPTV/OTT domain will enable us to create highly intuitive, user-friendly interface that is easy to navigate and accessible to anyone. We endeavour in creating simple, well-structured platform provides a great experience for customers allowing them to perform tasks anytime, anywhere, on any device and any network thereby increasing reachability.

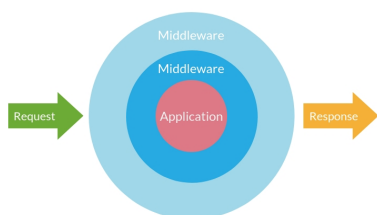


## 3 Network Infrastructure Consulting

We have a team of experts Network Engineers with more than 14+ years of work experience in OTT/IPTV domain providing consulting services including the implementation of very high traffic OTT, IPTV and music streaming applications.

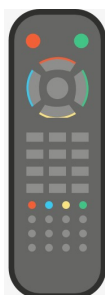
## 4 Flexible Middleware

NITV has a very straightforward highly intuitive administrative interface which is scalable to customize as per the customers requirement. Our Middleware enables operator to manage their growing video library and take a total full Control on our Middleware and is being used by operators from around the globe.



## 5 We Understand Remote

Our developers understand the remote and have developed the TV application by considering the ease for our user to navigate through various channels using the remote controller over the internet. The layman can easily use our TV application without any kind of difficulties.





# WHY NITV?

## 6 Monetization capabilities



Subscription, Pay Per View Ad network Integration for video and image ads Google AdSense, Vidillion and other third party ads Telco payment integration(BSNL, OOKTEL, NCELL, NTC, Smartcell), Third Party payment API integration(Esewa, khalti)

## 7 Ubiquitous Device



We have experience working in multiple device from Android STB, Apple TV, Native Android & iOS App, Smart TV Apps for LG webOS, Samsung TV, Roku STB, Amazon Fire Tab, and websites.

## 8 In-depth Analytics



Get full access to customer data, with insights to grow your business. We collect and analyze the data and help you to improve your product by providing you with a valuable information so that you will know what action to take. Our in-depth analysis will help you to take dynamic pricing decisions which will ultimately benefit your business.

## 9 Skilled Engineers

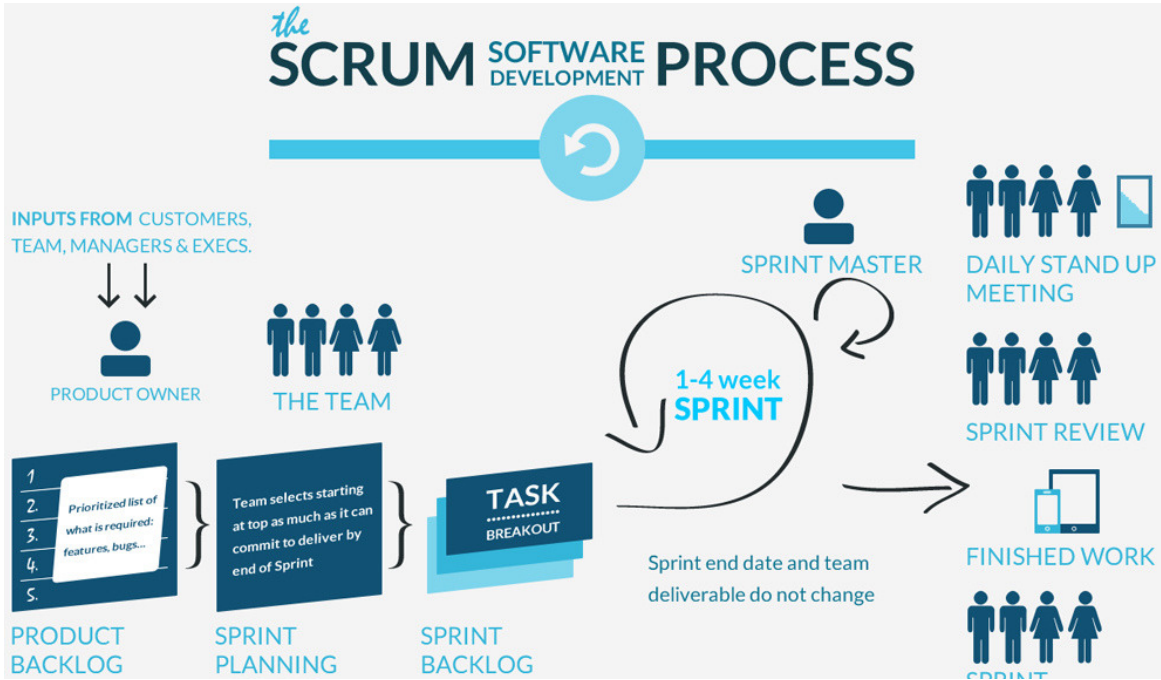


We have a bunch of highly passionate Engineers who are always looking to solve business problem using cutting edge innovative technology. NITV has got more than 75 Engineers who strive to deliver what was promised within the stipulated time with exceptional quality and within the budget.

# METHODOLOGY

## PROJECT MANAGEMENT

### Scrum



## DELIVERY MODELS



Onsite Delivery Model

Hybrid Model

Offsite Delivery Model

# TOOLS

## COLLABORATION TOOLS

### Project Management



### Bug Tracking



### Source Code Management and Versioning



### Communication Tools



## REQUIREMENT/DESIGN TOOLS

### Prototyping Tools



### Requirement management



# SOFTWARE EXPERTISE | CORE SOFTWARE

1

## STREAMING MEDIA

RTMP  
Apple HTTP Live streaming (HLS)  
WOWZA Media Systems  
Nimble media

2

## FCDN INTEGRATIONS

Akamai  
Amazon  
Limelight  
CDNetwork  
DigitalOcean  
Level 3  
EdgeCast

3

## ENTERPRISE SOLUTION

Middleware Software  
API Integrations  
Payment Gateway & Billing Software Solution  
Digital & Social Media Technology  
Testing & Quality Services

4

## CMS

Wordpress  
Joomla  
E-Commerce Frameworks: WooCommerce, Magento, Shopify  
Ruby on Rails  
Drupal

5

## BACKEND FRAMEWORKS

JAVA  
LARAVEL  
CORE PHP

6

## UI/UX DESIGN AND DEVELOPMENT

User Experience Design (UI & UX)  
Graphic Design  
Packaging Design  
Website Design & Development  
Responsive & Mobile Friendly Website  
Adobe PhotoShop, Corel Draw, Adobe Illustrator  
SEO & SMM  
Mobile Apps Design  
Content Development  
E-Commerce Design



# SOFTWARE EXPERTISE | CORE SOFTWARE

7

## FRONTEND AND RIA FRAMEWORK

Bootstrap  
Angular.js  
enyo js  
android setup box

8

## IDE AND EDITOR

Eclipse  
Xcode  
Sublime Text  
Android Studio

9

## DATABASE SERVICES

MS SQL  
MySQL, MySQL Lite  
Oracle  
PostgreSQL  
NoSQL, Spark

10

## IDE AND EDITOR

Eclipse  
Android Studio  
Xcode  
Sublime Text

11

## DATABASE SERVICES

MS SQL  
MySQL, MySQL Lite  
Oracle  
PostgreSQL  
NoSQL, Spark

12

## APPLICATION SERVERS

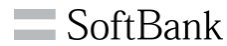
Apache Web Server  
Tomcat

13

## CLOUD PLATFORMS

Microsoft Azure  
Alibaba  
IBM Bluemix  
Amazon AWS

# OUR PARTNERS



## CONTACTS

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