

Category: BEST PLATFORM

Product/Solution/Program: **Gecko, the multi-tenant and multi-Country platform for premium white-labelling**

Short description:

Gecko by Alpha Networks is an advanced video platform that helps TV services migrate to multiple markets and different Countries fast and efficiently. It enables a premium white-labelling to carriers, by adapting to each operator's branding needs and requirements and offering among capabilities, the management of content rights, content access per device and personalization of the homepage. To reduce time-to-content and improve content accessibility, the content strategy can be tailored to the country and the users' retention. User experience and multiscreen availability are essential to keep consumers engaged. Gecko offers an interface that can be easily and flexibly modified according to user preferences.

As an example, Gecko enabled Digital Virgo and Maroc Telecom to launch their TV services quickly, cheaply, and with high quality. Digital Virgo used Gecko to migrate a TV service to eight African Orange subsidiaries in less than four months. Gecko offers a seamless user experience, a rich content catalog, and advanced features. It also supports various monetization models.

Long description:

Multi-tenancy is a key feature of cloud-based OTT and IPTV services. It allows OTT service providers and resellers to grow and expand their reach without extra costs.

Alpha Networks' Gecko is an advanced video platform that enables fast and efficient migration of TV services to multiple markets. It can be customized to fit the specific needs and requirements of each operator, by ensuring premium white-labelling to carriers.

Gecko multi-country lets customers deploy different video streaming platforms with shared content sources and catalogs on one single Gecko instance. Each tenant can manage their own teams and end-users with a wide range of features.

Gecko is a cloud video platform that offers advanced features such as continue watching, profile management, dynamic homepages, live/timeshift/startover and catchup. Gecko allows each sub-brand to customize its app with its own logo, skin, TV offers and billing system.

Gecko also respects content rights by restricting the use of content per country. Sub-tenants can manage and customize content access per device using the CMS. Gecko combines automatic configuration and back-end control for content editing to deliver a personalized and profitable user experience. Sub-tenants can create relevant content highlights and configure the homepage of the app dynamically. The content strategy can be adapted to the country and the users' retention to reduce time-to-content and improve content accessibility. User experience and multiscreen availability are key to keep consumers engaged. Gecko provides an interface that can be changed quickly and flexibly according to user preferences.

As an example of deployment, Digital Virgo and Maroc Telecom used Gecko to launch their TV services quickly and cost-effectively, while offering a high-quality and engaging service to their customers.

Digital Virgo is a global leader in mobile payment solutions. The company works with 140 Carriers and Telecom Operators to deliver customized solutions for their partners and clients.

To expand its streaming offering to telcos in Africa, Digital Virgo chose Alpha Networks' Gecko E2E advanced streaming platform. Gecko enabled Digital Virgo to launch its TV services quickly and cost-effectively, while providing a high-quality and engaging service to their customers.

The new video service was launched in 6 African Countries (Senegal, Ivory Coast, Guinea, Cameroun, Congo and Burkina Faso) and is available on Mobile, Web and Android devices. With Gecko, Digital Virgo also migrated a TV service to eight Orange subsidiaries in Africa and deployed Maroc Telecom on several devices (Mobile -Android and iOS, Web, Android TV, Samsung, LG) in less than four months.

Digital Virgo selected Alpha Networks for its expertise in OTT projects and its rich set of features. Gecko is a strong multi-tenant video platform that offers a short time-to-market, a fully manageable user-interface, and enriched features. It also ensures a premium viewing experience for subscribers with its innovative roadmap.

Digital Virgo will also promote and distribute cloud video platforms in Africa with its knowledge of the African market.

“We are enthusiastic to announce our collaboration with Alpha Networks for the deployment of our latest video service for the African Region. To do so, we need to count on a reliable partner. Alpha Networks, with its remarkable portfolio of deployments worldwide, the quality of support offered and the commitment on the timeline, was definitely a best-in-class option” said Vincent Taradel, Chief Marketing Officer at Digital Virgo.