

Category: OTT

Entry Title: Innovative Cloud Playout Module by Mangomolo

Mangomolo is a full-service, end-to-end OTT video provider that removes the barriers to digital adoption and enables anyone, from national broadcasters to niche creators, to capture new revenue and grow their audiences.

Mangomolo removes barriers to entry and takes all technical challenges out of providers hands, frontend and backend, so they can focus on the core of their business.

We provide a turnkey OTT video platform that reduces workloads and provides customers with front-end, client-side applications. Our expert team helps to automate and accelerate workflows while capturing new intelligence and delivering innovative digital experiences through a variety of modules.

One of these is the Mangomolo Cloud Playout Module for consideration in this category. The cutting-edge feature is revolutionising content delivery and audience engagement in the ever-evolving landscape of over-the-top (OTT) media streaming platforms.

The Cloud Playout module within Mangomolo is a dynamic solution that enables the creation of Popup, Thematic, and linear channels directly from the Mangomolo dashboard. Our groundbreaking feature empowers broadcasters and content providers to curate channels on-the-fly, capitalising on emerging trends, current events, and audience preferences in real-time.

Features & Capabilities

- Content Discovery and selection: Browse and upload content from your library.
- Automatic playlist generation based on selected content.
- Import/export schedule in Excel format.
- Video Overlay and Pre-set Saving.
- Unlimited layers for dynamic content creation.
- Direct editing on ongoing live streams.
- Loop feature for continuous playback.
- Live and Video players for previewing content.

Benefits

- **Agility and Timeliness:** Mangomolo's Popup Channels allow broadcasters to respond swiftly to emerging trends, current events, or seasonal themes, ensuring relevance and engagement in the moment.

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- **Enhanced Engagement:** Popup Channels offer viewers a unique, exclusive experience, fostering a sense of urgency and community around shared interests, driving higher engagement rates.
- **Maximised Content Utilisation:** Leveraging existing on-demand libraries, Popup Channels optimise content utilisation and monetisation strategies, extracting additional value from assets and reaching new audiences.
- **Promotional Opportunities:** Popup Channels serve as powerful marketing tools, promoting new releases, events, or partnerships in a targeted manner, driving visibility, conversions, and brand loyalty.
- **Adaptability and Experimentation:** Mangomolo's Cloud Playout empowers organisations to experiment with content formats, themes, and scheduling strategies without long-term commitments, refining programming strategies based on real-time feedback and insights.

Why should we win?

The Mangomolo Cloud Playout Module empowers service providers to maximise the value of their on-demand libraries, unlocking new revenue opportunities and captivating audiences. With its unparalleled features, versatility, and ease of use, Mangomolo sets the standard for innovation in the OTT industry.

The module is set to continually enhance and we are excited to see how it can support more providers across the world, having a transformative impact on the future of OTT content delivery.

The image displays two side-by-side screenshots of the Mangomolo interface. The left screenshot, titled 'ASSET LIBRARY', shows a grid of video thumbnails with various news and talk show segments. The right screenshot, titled 'PLAYLIST', shows a table of scheduled content with columns for Start, End, Title, and Action.

Start	End	Title	Action
Wed, 11:33	Wed, 11:34	El precio de la cesta de la compra y la factura de la luz siguen disparándose en la Región La 7	+
Wed, 11:34	Wed, 11:36	Las muertes de usuarios de patinetes eléctricos aumentan un 43% en España La 7	+
Wed, 11:36	Wed, 11:45	Viernes17-1	+
Wed, 11:45	Wed, 11:54	Viernes17-3	+
Wed, 11:54	Wed, 11:55	Cierran mi barrio lleva a los tribunales al ayuntamiento de Murcia por el plan de movilidad La 7	+
Wed, 11:55	Wed, 11:56	El precio de la cesta de la compra y la factura de la luz siguen disparándose en la Región La 7	+
Wed, 11:56	Wed, 11:58	Las muertes de usuarios de patinetes eléctricos aumentan un 43% en España La 7	+