

Warsaw, 22 July 2019

All Media Baltics implements a new generation OTT platform based on the redGalaxy technology

All Media Baltics, a leading media group, operating in the Baltic States, and Atende Software concluded an agreement, the subject of which is the launch of a modern Internet television platform (OTT, over-the-top) aimed at users from Lithuania, Latvia and Estonia.

The platform will offer its users a wide range of local and international sports, information and entertainment content, television channels, films and TV series, as well as exclusive access to the own flagship productions of the All Media Baltics group. Platform users will be able to use it on various devices: smartphones, tablets, computers, devices equipped with the AndroidTV system and on SmartTV televisions.

The subject matter of the agreement is the implementation and adjustment of the redGalaxy platform developed by Atende Software, consisting of: back-end OTT and end-user applications for Web, Android, iOS, Android TV (with STB support), Samsung SmartTV and LG webOS. The platform will be integrated with existing content management systems and customer service management systems. Under the agreement, content security will be ensured based on Microsoft Playready, Google Widevine and Apple FairPlay DRM solutions. An important aspect of the platform is the multi-tenancy support, owing to which the service can be easily deployed for new brands.

“Atende Software offers a modern and advanced technological solution and can boast of successful implementations for the largest media groups. I am happy that by using a solution of Atende Software we will be able to offer our viewers entertainment of the highest quality,” says Jan Wykrytowicz, CEO at AMB Pay TV.

“We are proud that our solution was chosen in such a difficult and competitive tender procedure. Baltic states are Europe’s leaders with regard to digitisation and the possibility of launching our solution on three new markets is a very important step for us. redGalaxy will make it possible for All Media Baltics to provide new generation television services to the most important customer platforms. Thanks to the multi-tenancy the service will can be easily for many entities,” says Przemysław Frasunek, Multimedia Division Director at Atende Software.

About All Media Baltics

All Media Baltics is the biggest media group in the Baltic region whose owner since October 2017 has been Providence Equity Partners, a global player on the premium asset management market. Providence Equity Partners took over the shares from Modern Times Group (MTG). The All Media Baltics group consists of: leading television stations in all Baltic States, satellite pay-TV and OTT services as well as radio stations and other entities providing digital services in the Baltic region. The brands of All Media Baltics contain television channels: TV3, LNT, TV6, Kanāls 2, 3+, TV8, TVPlay Sports, TV1000 Premium; radio channels: Star FM, Radio Volna and Power Hit Radio; the biggest video portal AVOD TVPlay; the digital advertisement platform SmartAD; information and education websites: Skaties.lv, Uudised.ee, Buduaar.ee i TV3.lt, the biggest SVOD platform in the Baltic states – TVPlay Premium, and the leading DTH platform – TVPlay Home.

About Atende Software

Atende Software is a leading provider of the OTT technology in Central and Eastern Europe. redGalaxy is a comprehensive technological platform for Internet television, consisting of a content management module, system of content distribution, transcoders, content security systems, as well as customer applications for various endpoint devices. redGalaxy is used by major television broadcasters and mobile operators, such as TVN Discovery Poland and P4 (operator of the Play network). Every day the platform provides content to millions of end customers.