



**airtel iQ Video.**

Deliver unrivalled  
video streaming  
experience, at scale.



Video has taken the centre stage in our day-to-day lives. Be it corporate, education, healthcare or fitness sector, the use of video streaming has grown exponentially over the last few years. We have also seen a growth in the OTT services market due to the rising internet penetration, increasing use of mobiles and tablets, and continual demand for entertainment video content. Introducing Airtel iQ Video - an intuitive platform geared towards helping you leverage the full potential of videos and deliver a differentiated video streaming experience.

## What is Airtel IQ Video?

Airtel IQ Video is an all-inclusive, pre-integrated platform designed to support the hassle-free launch of your video content. With its advanced features that range from storage, streaming, security, curation and analytics, Airtel IQ Video makes the business of video streaming simple and cost-effective.





# Build a smart video streaming experience at a fraction of the cost.

Usher in a new era of engagement with a consistent, high-quality video streaming experience for your audience, leveraging:



**Globally optimised performance:** Ensure the best streaming experience anywhere in the world with an ecosystem that scores high on quality metrics.



**Multi-vendor integration & maintenance:** Easily manage transcoding, storage, subscription, metadata, contracts, ads and security with an all-inclusive, plug-and-play API.



**Fully secured ecosystem:** Ensure total user privacy and data protection, leveraging the leading security standards.



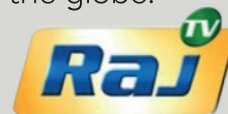
## Simplify video streaming with Airtel IQ Video.

- **Payment gateway integrations:** Make Payment convenient for your audience by integrating with the leading payment gateways.  
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- **Recommendation:** Enhance your audience experience by recommending relevant videos based on user persona.  
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- **Analytics:** Get actionable insights and recommendations to improve the performance of your videos.  
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- **TV:** Widen your audience base by streaming your videos on different smart TV applications.  
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- **Website:** Keep your audience engaged across devices with both desktop and mobile video capabilities.  
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- **OS:** Make your video experience mobile-first with support for both Android and iOS.  
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- **Downloads:** Empower your audience to stream your videos offline without worries with the download option.

### Customer speak

“ With our own OTT video app, completely powered by Airtel’s IQ Video Stream, we plan to service the diaspora of Tamil, Telugu, Kannada and Malayalam speaking users across the globe. ”

**M. Raajhendhran,** Managing Director



“ Airtel IQ Video Stream platform will power IPTV and support VoD content streaming across small and large screen for both Android and iOS users in Nepal. ”

**Niravana Chaudhary,** Managing Director



# Airtel IQ Video Advantage



## Launch-ready

Airtel IQ Video's pre-integrated platform lets you streamline your entire streaming operation by eliminating multi-vendor management headaches.



## Robust

Airtel IQ Video leverages Airtel's resilient, pan-India network, feature-rich API's, ensuring you get the best of both cloud and network at the same place.



## Adaptability

Airtel IQ Video supports seamless video streaming across smart TVs, mobiles, tablets and more without custom development.




## Scalability

Airtel IQ Video is a modular, highly customisable, easy-to-use platform that fits the bill for your unique video streaming requirements at scale.

Interested? Get in touch.  
Deliver an unparalleled streaming experience.

Know more

 Talk to an expert

We're available round-the-clock at:

 [varun.jha@wynk.in](mailto:varun.jha@wynk.in)

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