

Secure Streaming & Ease Of Scalability Drives Success For Afrostream's SVOD Service

AFROSTREAM

About Afrostream

Established: 2015
 Service: SVOD Provider
 Region: Europe and Africa
www.afrostream.tv

Home to an international library of more than 1,500+ hours of premium content, Afrostream has been dubbed the 'Netflix™' for African-American, African and Caribbean films and series. Launched in September 2015, Afrostream delivers OTT content across Europe and Africa.



Challenges for Afrostream

In 2015, with only a Facebook page and a promise, Afrostream began signing up subscribers for a new streaming platform.

However, the company lacked the in-house expertise required to build all of the infrastructure from scratch, and had to invest in an integrated, state-of-the-art video playback solution combined with DRM technologies that could be easily scaled in line with projected business growth.

Afrostream selected castLabs, a leader in streaming video technologies, because it offered a complete solution for their playback and DRM requirements.

This included the choice to implement:

DASH Everywhere

Single interoperable video players for browsers, enabling DRM protected video playback.

DRMtoday

Multi-DRM licensing service for multi-device compatibility in a single user interface.

Video Player SDKs for Android™ & iOS

Creates feature-rich video player applications for both Android and iOS devices.

Requirements for an international SVOD service

On any given day, thousands of subscribers across multiple countries access Afrostream's subscription video on demand (SVOD) service.

This many streams requires a solution which offers:

- a high quality of experience through reliable, uninterrupted streams - challenged by high latency and low bandwidth environments which may be typical of a large number of Afrostream subscribers
- support for a variety of video formats and DRM systems - differ in how they protect and supply content
- accessibility of content across desktops, tablets, smart TVs, set-top-boxes and smartphones (Android and iOS devices)
- support for regional closed captioning and audio dubbing
- ability to scale with ease as Afrostream continues to launch its services in new markets
- video player user-interface (UI) customization to ensure brand marketing consistency
- content protection considerations to prevent theft and meet studio requirements

castLabs integrated solutions met these requirements with:



- adaptive bitrate streaming to cater to the bandwidth and latency environment
- support for MPEG-DASH, HLS, Smooth Streaming and legacy formats
- DRMtoday support for Microsoft® PlayReady®, Google Widevine™ and Apple® FairPlay Streaming
- delivery across all browsers with DASH Everywhere web player
- mobile support with Video Player SDKs for Android and iOS
- multi-language subtitling compatible with WebVTT & TTML formats
- vastly reduced plugin dependency compared to other products, reducing software-side security vulnerabilities

Straightforward implementation, instant ROI

With over 2,000 paying subscribers prior to the site going live, the company was eager to implement a viable solution.

Thankfully, with no pre-existing infrastructure and few integrations necessary between castLabs solutions and other service providers, the castLabs and Afrostream teams faced few challenges implementing the [DASH Everywhere player](#), [Video Player SDKs](#), and cloud DRM licensing solution [DRMtoday](#).

Alternative solutions may have required complex integration or re-encoding existing content, yet the smooth integration of castLabs software and multi-format, multi-DRM and multi-device compatibility enabled Afrostream to serve their new subscriber base without delay and generate instant ROI.

“castLabs has been a tremendous accelerator for Afrostream to quickly distribute our content on multiple platforms, in the most secure environment, while delivering the best user experience possible.”

Co-Founder and CTO of Afrostream, Ludovic Bostral

Afrostream success leads to further scale out

Afrostream has launched its services in 28 countries, and plans to scale into additional territories using castLabs technology.



Ideal for VOD use cases

Afrostream's configuration of integrated video player, multi-DRM and SDKs is ideal for any multi-platform VOD use case. Both established broadcasters and new OTT niche services building from scratch will find comfort knowing that this type of configuration will get them up and running quickly, and enable them to scale out easily as required.



castlabs.com
info@castlabs.com
@castlabs

castLabs pioneers software and cloud services for digital video markets worldwide. We provide solutions to easily enable the distribution of DRM-protected video and audio assets over a large selection of consumer devices and platforms.

PLAYER TECHNOLOGY / DRM LICENSING / CONTENT PROCESSING / TECHNICAL CONSULTING