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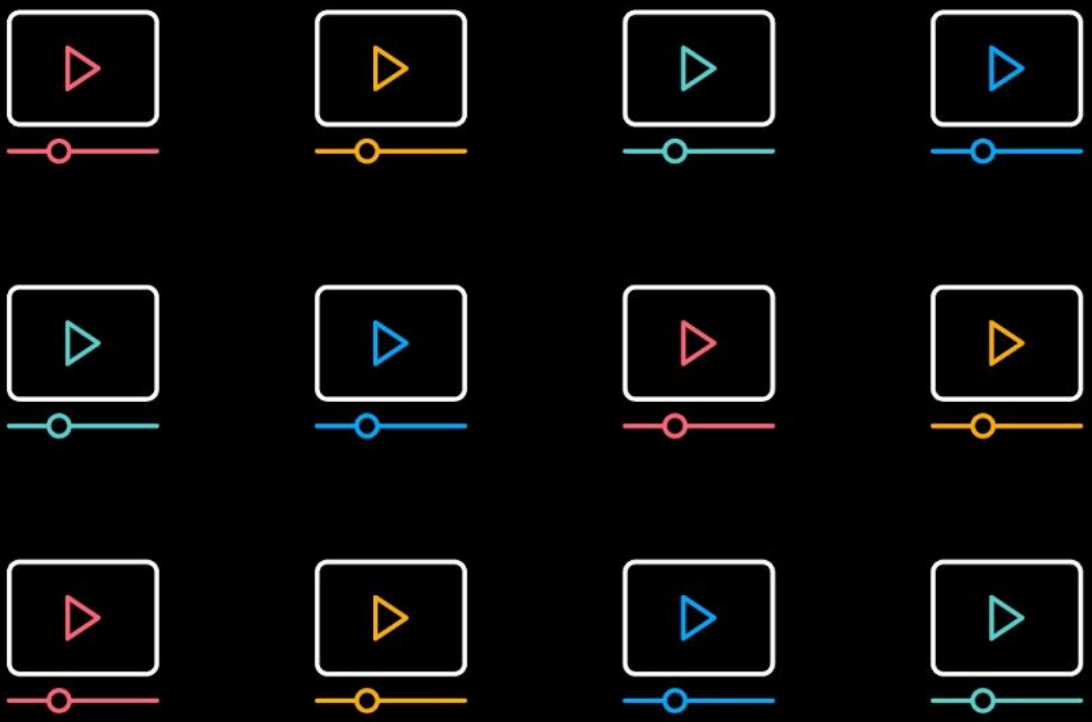

The Best End-to-End Enterprise Online Video Platforms Compared

2021 EDITION

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Table of Contents

Best End-to-End Enterprise Online Video Platforms Compared

If you are considering moving to an enterprise online video platform, you're likely engulfed in the consideration of the best solution, or stack of solutions, that will help you make your business more successful.

We understand that this can be a challenging discovery process as video is now a mission-critical component for digital transformation, encompassing everything from customer engagement, to stakeholder communication, to internal wellness, and more.

Because enterprises typically do not have the experience in video infrastructure, including the cacophony of languages, standards (and lack thereof), and point solutions available, we created this online video comparison guide to help speak to the key considerations in your decision-making process.

Below we will cover:

- The Major Pain Points for Enterprise IT Leaders
- What an Enterprise Online Video Platform Does / Critical Capabilities
- The Most Popular End-to-end Enterprise Online Video Platforms Compared

After reading this guide, you should have a good understanding of where other thought leaders are positioning themselves; the features of an enterprise video platform you should consider; and how these features stack up from the top solution providers in the industry.

The Major Pain Points for Enterprise IT Leaders

According to the latest Spiceworks Ziff Davis 2021 State of IT report, there will be a contraction of investments in emerging technologies and a focus on cloud software that directly enables productivity. The cloud is of particular importance for the video industry because it is instrumental in the transformation of enterprise endpoints related from source to viewer.

Traditional, or feature-poor, solutions tend to require human capital, limited features or integrations, expensive logistical processes, slow implementation timelines, and other technology-based roadblocks that ultimately reduce user experience and engagement.

Cloud-based online video platforms, and the inherent benefits of a software-first infrastructure, can help:

- Allow enterprises to scale to multiple consumer touchpoints (cross-platform and devices)
- Resolve content management issues that cause operational disruptions
- Break down barriers to monetization opportunities
- Integrations across 3rd party systems
- Reduce time spent launching apps
- Ensure compliance is met
- Allow product teams to focus on user experience
- Reduce customer churn

As the Spiceworks Ziff Davis report mentions, hardware budgets are declining in part due to server upgrades and the workforce being supplemented by cloud expansions. For video specifically, we have seen that the need to monitor, maintain, and upgrade hardware -- across teams and the technology itself -- is a costly expense that enterprises can reduce with cloud technology.

But servers are just one piece of the puzzle of an end-to-end enterprise online video platform solution. What are some of the other capabilities enterprises should consider when making a move?

What an Enterprise Online Video Platform Does / Critical Capabilities

If a platform claims to be “enterprise” or “end-to-end,” does it really mean it will meet all of your requirements or be able to scale with you? True end-to-end online video platforms should be able to take you from the beginning of a workflow to the end of it

A true end-to-end solution can handle things like the video content management system (VCMS), encoding, playout, content delivery, connectors/integrations, and monetization opportunities.

As it stands today, enterprises may perform certain aspects of their video in-house or may supplement them with outside vendors. Understanding that engineering teams want to control their innovation cycles, many choose the “build” model vs the “buy” option. Zype CEO Ed Laczynski explains this consideration process best here:

> *A “do-we-build it?” or “do we buy it?” decision is an early challenge that development teams face as they formulate their business and technology strategy for video streaming. Teams are asked to build compelling video streaming experiences to increase their reach, broaden their customer base, and drive revenue/growth.*
>
> *The building, optimizing, scaling, and maintaining a video content platform is costly, time-consuming, and complex, especially for businesses whose expertise and primary focus are elsewhere. But development teams want to be sure they can be responsive to their business stakeholders, customers, and the market.*
>
> *However, Build vs Buy is a continuum of choices - after all, we don’t build “everything” do we? We used to build and rack servers and storage, and now we ask APIs to do that for us using cloud providers like AWS and Google. Similarly, engineering teams can benefit from using a high-performance, scalable Video API to help them solve some basic problems, create leverage for their team, and allow them to focus on differentiation.*

In consideration of the above, what are some of the end-to-end, or multi-point features and services that enterprises have come to expect or need?

Out of Box Multi-Channel Distribution
Simple workflow solutions that leverage video connectors allow enterprises to go to market more quickly when distributing 24/7 linear streams or VOD feeds to vMVPDs, social platforms, and content distribution aggregators.

A large number of Video Connectors
Built-in video connectors integrated with the most popular web, mobile, connected TV, and social media platforms, as well as the leading marketing, payment processors, and ad solutions.

3rd Party Webhook Integrations
A webhook is a method of augmenting or altering the behavior of a web application with custom callbacks. Customizable webhooks from popular 3rd parties help, for example, integrate your marketing and operations tools with your video streaming products.

Import from Any Source
Simplify video publishing workflows with automation that allows you to import video content from internal or external sources.

Geoblocking & Content Rules
Limit access to your video by website, application, countries, or regions, or set restrictions on content access.

Automated Content Management & Curation
Automations in a VCMS can use automated workflows and features to cut down repeatable tasks and streamline curation. This can include workflows for importing videos, managing metadata, and organizing content; for example, the automatic generation of thumbnails.

Non-revenue Sharing & Paywalls
Negate the need for rev sharing so when you get more and more paying fans and subscribers, you aren't giving the rev share partner more money for not doing any additional work. Paywall implementation allows you to capture data and monetize your videos.

Ad Server Integration
Monetize your content with video advertising via integration with ad servers, partners, and networks.

Mobile & Connected TV Templates & Publishing Tools
Speed up consumer front-end go to market strategy leveraging app templates for today's leading mobile and CTV platforms.

CRM & Subscriber Management
Built-in CRM and subscriber management tools allow you to control customer data management, including authentication, entitlement, paywalls, payment processor and mobile and CTV marketplace integrations, lead capture, and per viewer analytics.

Developer APIs
Easy to use API endpoints to build typically challenging workflows like creating, scheduling, and archiving via a single API call.

WordPress Plugins
Integration with the largest website CMS allows you to easily publish video on your WordPress website with minimal coding and configuration.

MRSS Feed Distribution
Migration from other video services via MRSS feeds that support migration of content, metadata, user data, and more.

While the above is not an exhaustive list of all the features you may want your video platform to do, they do represent the bulk of what many enterprises are looking for. Other factors related to video quality, security, analytics, and customer service can be equally important.

The Most Popular End-to-end Enterprise Online Video Platforms Compared

Zype

Zype was created to provide software developers and product teams with a flexible API-first infrastructure that can be used in a modular way. Their API-first solution enables in-house built systems to connect and integrate with third-party point solutions so that developers can create a complete video stack that fits their particular and unique needs.

Who's it's for:
Zype's target market is media and entertainment companies as well as publishers in enterprise verticals.

Brightcove

Brightcove was initially built to service the needs of large sports and media companies for external video distribution. Their software and infrastructure is always bundled so the API-connectivity many companies use to enhance their offerings is limited. Further, their monetization tools, app templates, and importation features are limited.

Who it's for:
Brightcove is one of the most prominent names in the enterprise video space but their services are targeted towards broadcasting VOD and live streaming to large audiences. Brands needing robust analytics and vast integrations will come up short here.

Kaltura

Kaltura is best-known for being a customizable solution other than one that offers end-to-end video platform capabilities. Designed with media companies in mind, their feature-rich offering is great for monetizing video, connecting APIs, and relying on the security the platform provides.

Who it's for:
Kaltura is aimed at media companies who want a slew of features and monetization options. Their support offerings are known to fall short as is the ease-of-use and intuition of the backend.

Wurl

Wurl is a single-point solution that is geared towards video publishers who are seeking to monetize their videos through ads. In this capacity, the platform sits comfortably between an SMB and enterprise offering as it offers sound monetization features but lacks out of box multichannel distribution options.

Who it's for:
With a respectable number of video connectors and a large number of services for advertisers, Wurl is ideal for a high-growth SMB but lacks features of a true enterprise offering. With limited video importing, content automation, ad server integrations, CRM, CMS, and API features, it is not ideal for enterprises looking for turn-key solutions.

Amagi

Initially focused on broadcasters, Amagi has positioned itself for content owners and advertisers as well. With features such as pop-up channels, personalized ad delivery, pay-as-you-go linear channels, and monetization on vMVPD platforms, their focus remains on enterprise-level broadcasting features. They tend to fall short, however, in terms of providing an all-in-one software with sought after video importing, automation, CRM, CMS, and API features.

Who it's for:
Amagi remains catered towards broadcasters who have their own internally-built tools or who don't mind having multiple vendor relationships. With the focus on live-linear channels, sports or events, and the related monetization, it caters to companies with very specific needs and who are happy with their existing video tech stack.

Comcast Technology Solutions

Comcast Technology Solutions, or CTS, provides a bundled software and infrastructure solution where the customer owns all their customer data. They have some managed out of the box, multichannel distribution options, but these tend to be labor-based models. Their target market is M&E operators, broadcasters, and publishers of the enterprise variety.

Who it's for:
CTS has a lot of features for managing and monetizing video but lacks in several key areas. For starters, it does not contain the ability to integrate with 3rd party webhooks, import videos from any source, or automate content management or curation. It is also fairly limited for publishers that want to utilize templates to push out apps quickly, those who want a built-in CRM, or brands that lean on developer APIs for customization.

Enterprise Online Video Platform Takeaways

Enterprise businesses have likely leveraged the DIY approach for their content streaming strategies yet have recently waned due to the dynamic nature of technology or, as seen with increased viewing due to the pandemic, scaling quickly to meet consumer demand. Due to these fast-moving technologies and external factors, the in-house builds have grown costly and more complex logistically.

It is for these reasons enterprise brands are shifting to Video APIs like Zype's Video Infrastructure API and proven SaaS platform to deliver effective, affordable, scalable, and future-proof solutions.

With built-in features that meet the growing demands of video platform users, product teams have quickly realized many of their challenges can be overcome by using video APIs to deliver the experiences their consumers demand.

They also see advantages in the ability to simplify, streamline, and optimize video content distribution and management; and monetize and deliver premium live video to any destination. Learn more about how the power of a full-stack Video API can deliver all core essential products in a single set of services with a common domain model and single point of integration with Zype.