🌐 Reach the Internet audience worldwide

Bring your live and on-demand TV channels to 60 million SPB TV users worldwide through **SPB TV Video Store** – a unique content publishing platform featuring an advanced content directory and intuitive search options for our vast list of channels and videos. With SPB TV, content owners can reach a new audience via any Internet-connected device: mobile, TV and PC. SPB TV ensures stable broadcasting and protection of your content, as well as supports different business models, such as **SVOD, TVOD, EST, and AVOD**.

SPB TV features:

- Global reach – SPB TV enables you to reach subscribers around the world
- Multiple screens and platforms
- Monetization through targeted advertisements
- Flexible subscription options for channel packages or channels a la carte
- Professional tools for statistics collection and user behavior analysis
- Fully-featured Content Management System
- EPG
- Targeted promotional messages
- Social networks integration
- Interactivity features
- Content protection

💰 Monetize with Advertising

SPB TV Advertising System enables you to reach your ROI and maximize profit through the placement of accurately targeted ads. SPB TV's innovative technologies for targeted advertising allow us to produce TV ads that are as targeted as the contextual advertising on Google, and maintain emotional impact of "Full Screen" videos. Our multi-screen capabilities mean you have the option to send any message through multiple devices.

SPB TV supports **video** and **banner** advertising formats and numerous parameters for precise targeting.

In-stream ad insertion – the SPB TV's revolutionary technology allowing for the broadcast ads' detection and their seamless replacement with the commercials selected by the TV provider and targeted using a number of parameters.

Know your viewers

The unique advantage of OTT TV format is its ability to capture objective data about users and track their actions. SPB TV comes equipped with User Intelligence System which offers a content owner a set of professional tools for statistics collection and user behavior analysis.

With SPB TV, you can answer questions that would previously have required an expensive professional study.

The system monitors parameters such as

- The number of sessions and active users for the reporting period
- The average number of sessions, consumed traffic and viewing duration per user
- Viewing statistics for different types of devices and operating systems
- Ratings for TV channels and video on demand
- Ratings by cities and countries