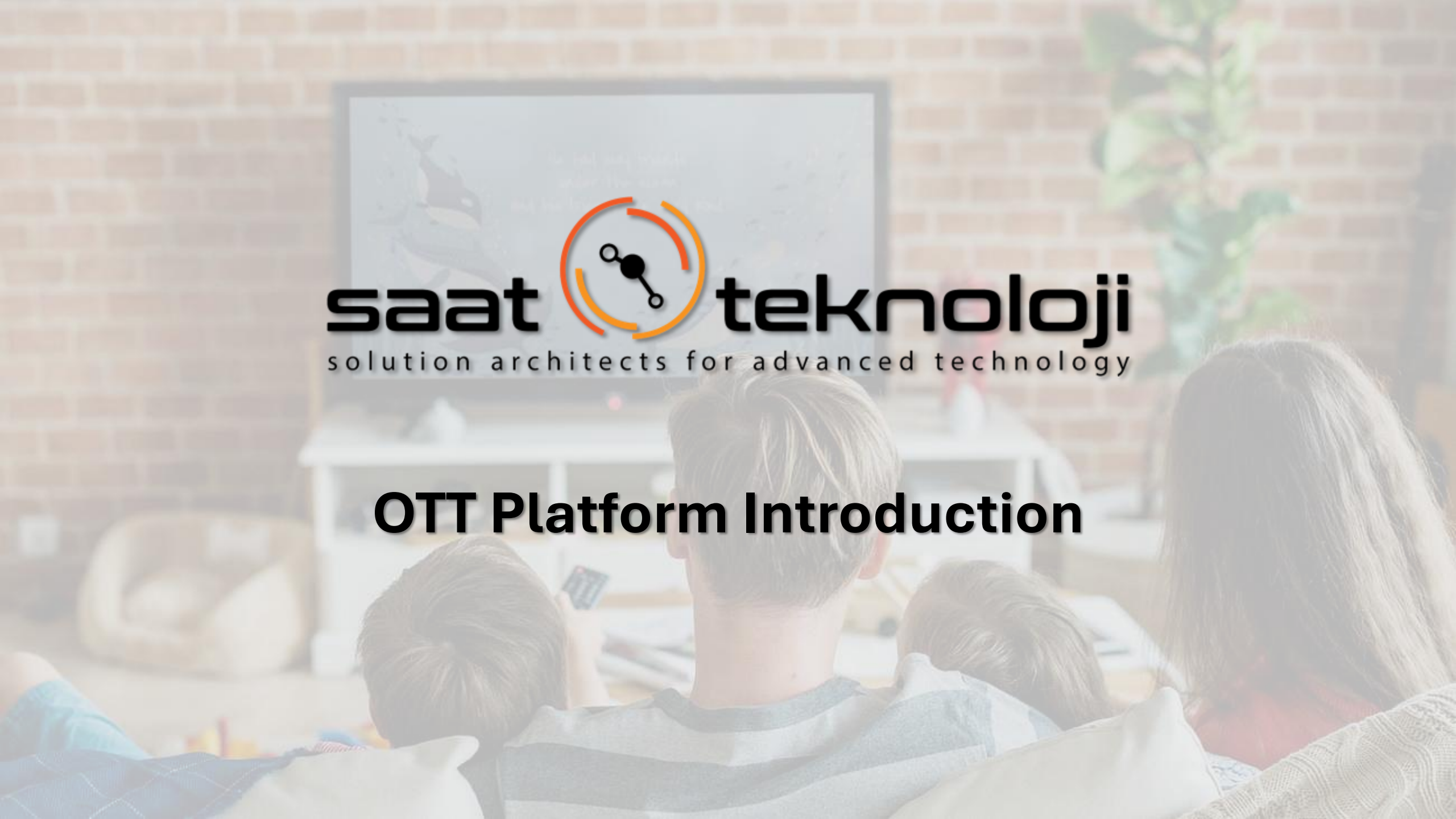


OTT Platform Introduction

Company At A Glance

- Creates solutions for challenges in OTT Industry
- Founded in 2017 (**Young and Talented R&D Company**)
- **State Funded R&D Company** focusing on video streaming technologies
- Proudly provides the Solutions and Services to **2 Leading Tier-1 Service Providers**
- Contributing to **Global Standards** as an ITU Member
- **60+ Growing Talented and Energetic** Engineering Team
- **Agile Project Delivery** approach
- Media AI Products **Deployed at Telco/OTT Providers**



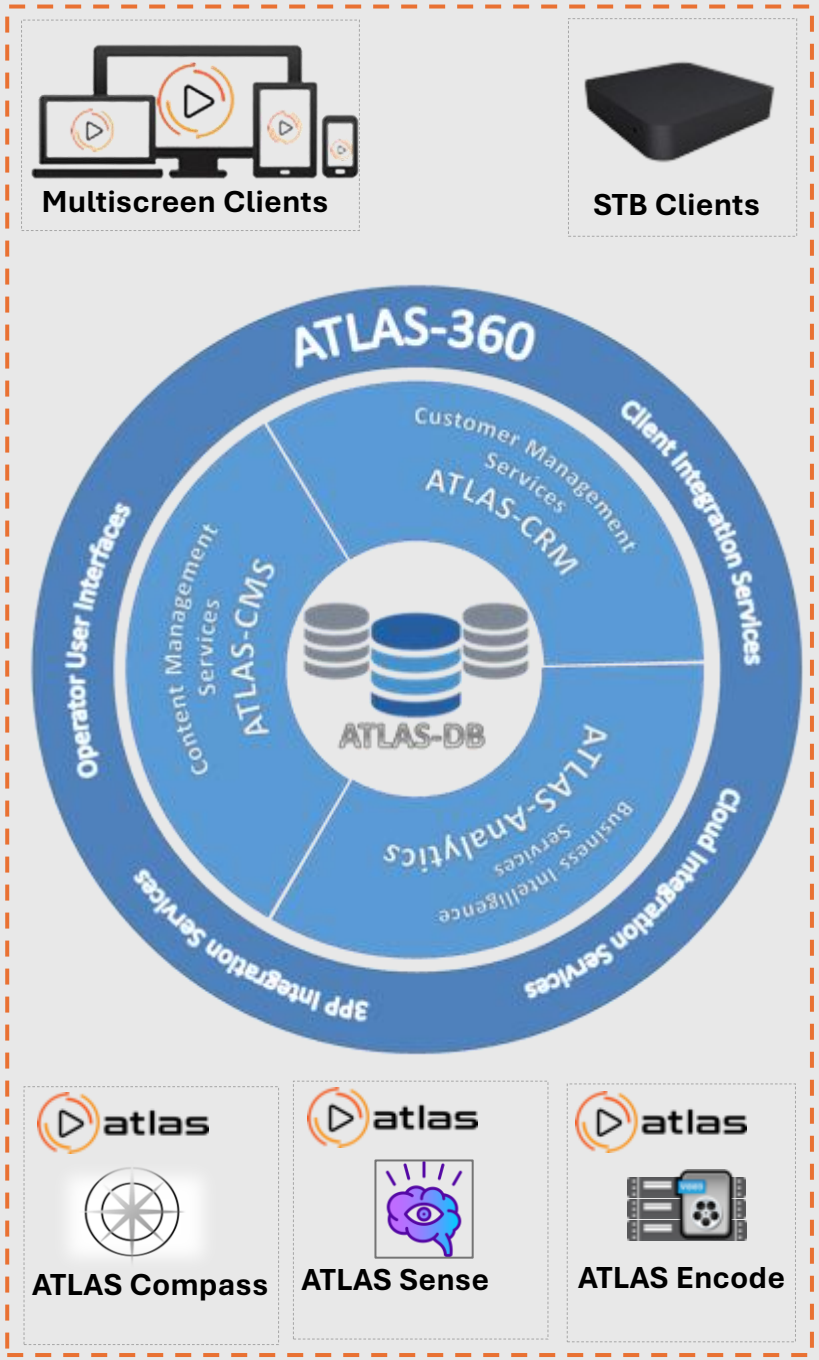
ATLAS SUITE

Overview

Multiple and Adaptive **Monetization**

Video Conditioning Functions & **Cloud** Integration

Enhanced Content Discovery



Automated **Content Lifecycle** Management

On-the-fly Video Editing & Video Operations

Enabling Rapid **Go To Market** Strategies

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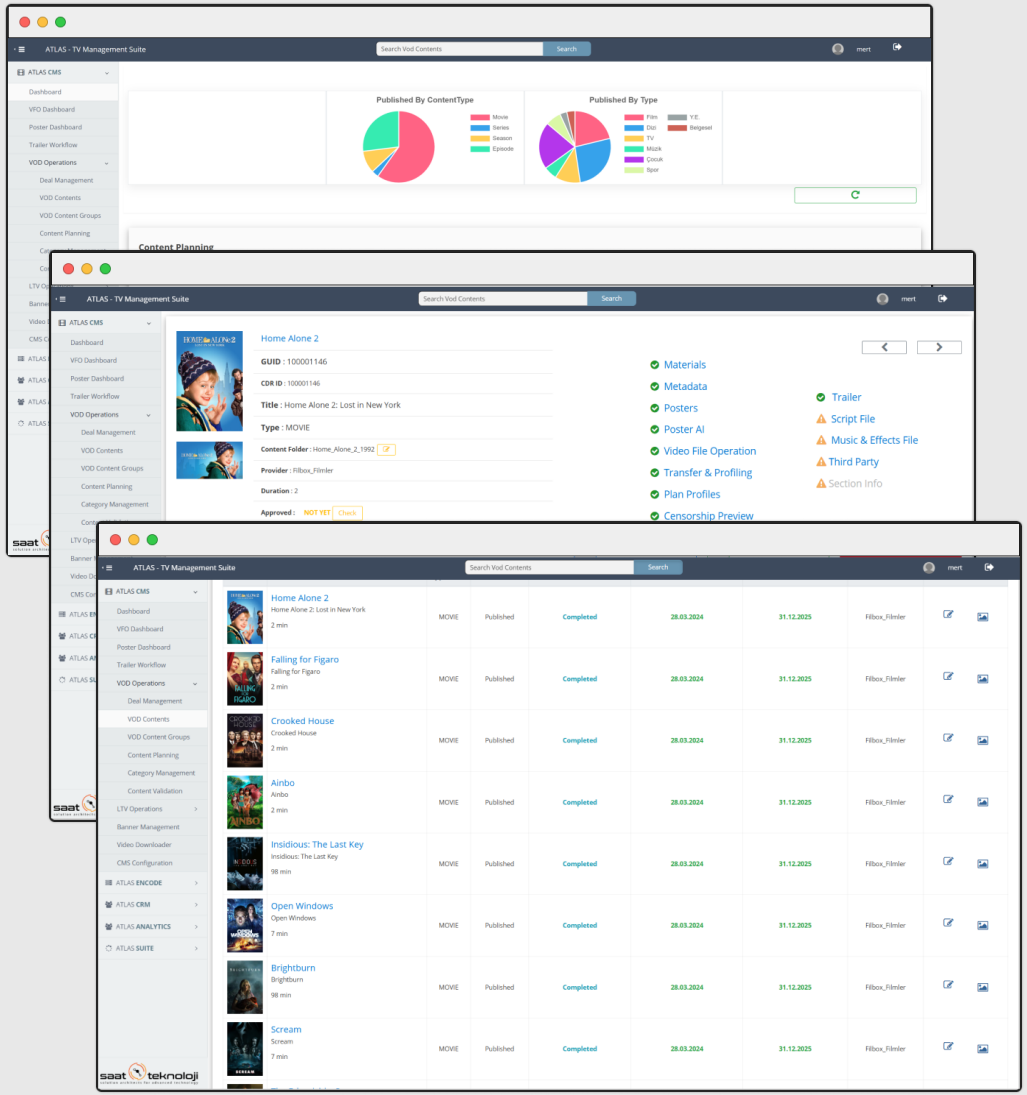
ATLAS CMS

Features



Monetization Capabilities

Built-in encoding and transcoding functionality

Fully automated video lifecycle

Content rights management

Automated video quality control

Metadata management and enrichment

Process performance tracking

On-the-fly video editing

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ATLAS CRM

Features



Multiple Subscription Models

- SVOD
- TVOD
- EST



Promotion & Campaign Offers

- Free trial
- Coupon code
- Limited-time promotions



Multi-Currency & Regional Pricing

- Supports multiple currencies
- Localized pricing



Integrated Payment Support

- Built-in support for billing cycles, invoicing
- Pre-integration with payment gateways (Wirecard, Nomupay)



Real-Time Entitlement Management

Instant actions for:

- Real Time Activation / Cancellations
- Seamless control of content access



Analytics and Revenue Reporting

- Subscription and Revenue Reports
- Viewership Reports

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ATLAS Client

Features



Platform Features & User Experience

- Download and Play
- Companion Device
- Video Player Customization
- Tailored UI/UX
- Profile Management



Enterprise Integration & Support

- Telco Grade Integration and Experience
- Experienced team dedicated for clients



Monetization & Advertising

- Monetization (Pay-per-view, TVOD, SVOD, EST)
- Ad Integration (VAST standards, Google Ads)



Access, Security & Analytics

- Social Login Integration (Google, Facebook)
- SSO Integration
- DRM Integration
- Analytics Integration (Google Analytics)

WEB

Mobile

Smart TV

tv

androidtv

LG webOS

TIZEN

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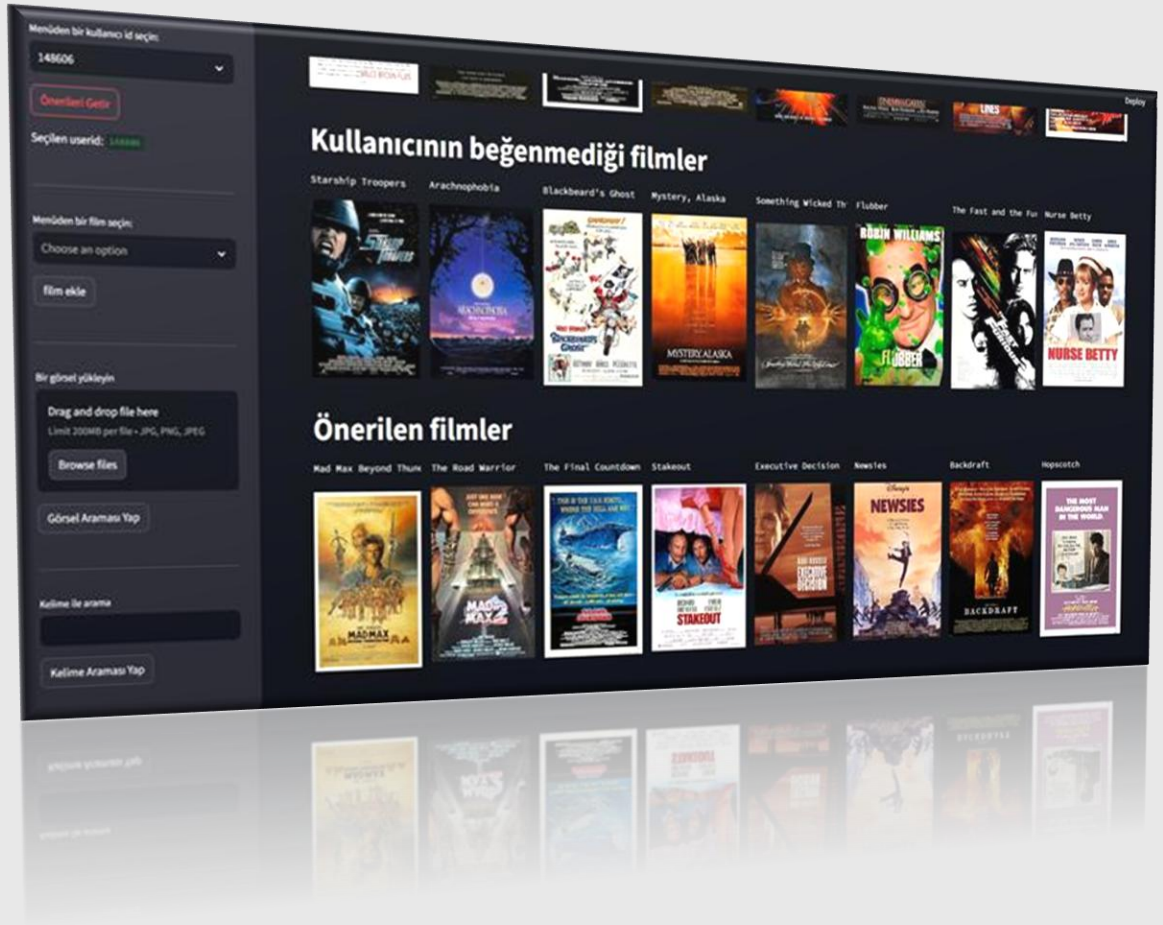
ATLAS Compass

AI-Powered Searh & Recommendation Engine



Semantic Search

Personalized Recommendation

Content-to-Content Recommendation

Content-to-Customer Recommendation

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ATLAS Sense

A collection of AI-powered modules

Poster Creation



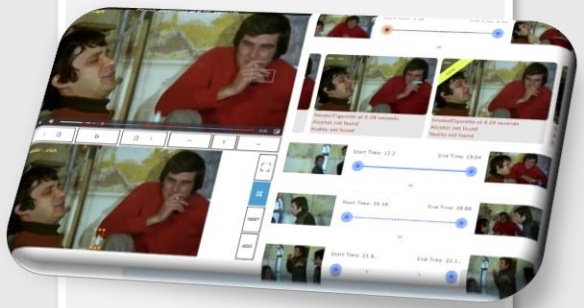
Enables personalization of content posters and **Increases** content attraction

EPG Correction



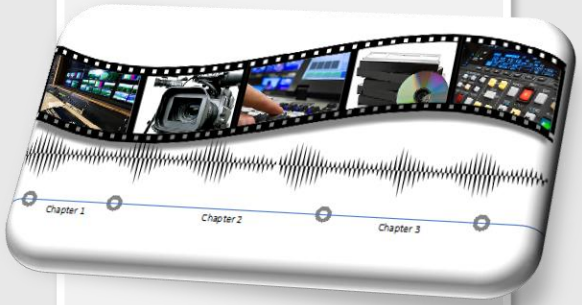
Improves user experience for timeshifted TV services such as start over, catchup TV, nPVR

Auto Censorship



Provides higher compliance with minimal operator effort

Metadata Enrichment



Drastically **enhances content discovery** capabilities

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ATLAS on Cloud

Fast Deployment

Get up and running in minutes — no complex setup required.

Auto Updates

Always up-to-date with the latest features and security patches.

Cloud-Native Development

Always up-to-date with the latest features and security patches.

Cost Efficiency

Pay-as-you-grow model — optimized for resource usage and budget control.

Effortless Scalability

Scales seamlessly with demand, from small pilots to global audiences.

Global Availability

Deploy anywhere — supported across all major cloud providers and regions.

High Availability & Reliability

Designed for uptime with built-in redundancy, failover, and monitoring.

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References

2018 - 2019 Delivery, customization and integration of ATLAS-CMS Content Management System for TV+, IPTV and OTT offering of Turkcell. Turkcell is the leading mobile operator in Türkiye with more than 30M mobile customers and more that 1,5M PayTV customers.

2019 - 2026 Delivery, customization and integration of ATLAS-Suite TV Management System for E2E OTT Platform. Broadcasted European Olympic Games in Türkiye over 2 linear channels. Sportstv is the major broadcaster of sports content, specially olympic sports.

2020 - ... Delivery of major components including CMS, File encoders, OTT client applications, serch and recommendation engine, AI services for Tivibu, IPTV and OTT offering of Türk Telekom in Türkiye. Türk Telekom is the incumbent telecom operator in Türkiye operating one of the largest network in the region.

2026 - ... Delivery of all backoffice components including CMS, CRM, Middleware, Search and recommendation engine for TV Her Yerde, OTT offering of Türksat. Türksat is the leading satellite cable operator.

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Kastamonu

Ar-Ge ve Inovasyon Merkezi



İstanbul

Palladium,
Ataşehir



Ankara

Paragon Tower,
Çukurambar



Dubai - U.A.E.

IFZA Business Park

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