

One platform for IPTV, OTT and CDN

A single software stack powering the entire TV experience

Fast to launch. Simple to support. Exceptional to watch

Perception brings live and on-demand television together under one system that works across every network and every screen. It's built for operators who want to control their own service, keep streaming performance as high as possible, and deliver a truly modern viewing experience.

A single deployment supports IP multicast for managed networks with instant unicast rollover, alongside HLS and DASH for OTT delivery. Viewer state is preserved between both modes for smooth, uninterrupted playback. A client's service can be hosted within Perception's TVCDN cloud or delivered as on on premise solution.

All elements of the system are API-driven, allowing easy integration with existing operations and billing systems for registration, authentication and payment. These APIs make deployment straightforward and allow fast expansion or customisation when needed.

Flexible deployment

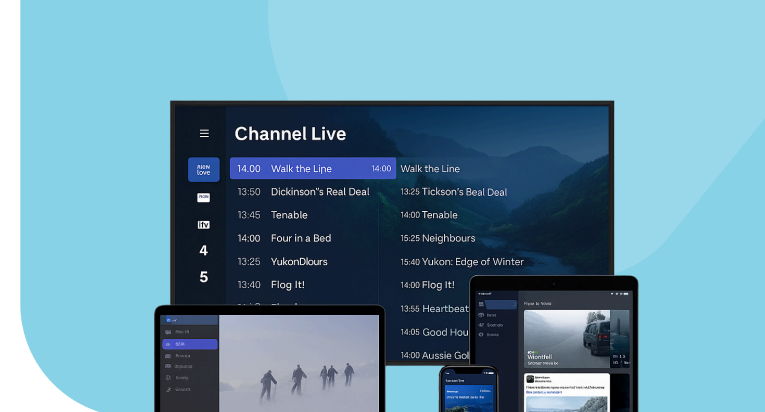
Operators can choose between a fully managed service (PaaS), where we handle all infrastructure, software, content ingest and delivery, or a SaaS model, where Perception platform software is installed within an operators owned and managed network offering network utilisation benefits and significant reduction in streaming costs.

Perception's proprietary Multicast Grid connects every part of the system in real time, simplifying daily operation and enabling effortless scaling. The result is a unified, future-ready television service that gives operators complete control over performance, cost and experience and viewers a modern, reliable way to watch TV on any device.

Perception's unified stack includes the CDN server layer, middleware, database, and service management tools, together with a suite of native apps for set-top boxes, connected TVs, streaming devices and mobile.

Viewers benefit from:

-  Instant channel change and fast start times
-  Fourteen-day interactive guide with integrated catch-up and network PVR
-  Live rewind with visual thumbnails plus highlight markers
-  Auto-play, series linking and platform-wide search
-  Apps for iOS, Android, Huawei, Xiaomi Mobile, Chromecast web browser: Apple TV, Fire TV, Samsung TV, LG TV, Android TV, Hisense TV, Google TV & Vidaa



Our NVIDIA powered AI cluster enhances both operations and user experience through:

- Automatic subtitling for live and on-demand content
- Localised chatbots trained on regional data
- Dynamic ad insertion using VAST tags
- Automated scheduling that turns VoD libraries into linear channels