

Case Study

Player.pl

Building the largest bVOD platform in Poland

TVN S.A., established in 1997, is a leading media and entertainment group in Poland. It broadcasts 10 channels, the flagship of which is "TVN", a free-to-air channel with over 10% market share, and "TVN24", the most influential news channel in Poland.

Initially, the company was public and listed on the Warsaw Stock Exchange, but in 2015 it was acquired by Scripps Networks Interactive, in 2018 by Discovery Group, and since 2022 it has been part of Warner Bros. Discovery.

the challenge

The challenge

2010

In 2010, following the demerger and acquisition of Onet (the leading vertical portal in Poland), TVN decided to launch an AVOD platform dedicated to monetizing a unique library of lifestyle content produced by TVN.

During the RFI/RFP process, supported by an external business consultancy, Redge (then operating as ATM Software) was selected as the end-to-end PaaS provider of the video backend, including transcoding, origination and content delivery, with a dedicated video CDN network. The commercial launch under the brand TVN Player took place in **August 2011** and quickly reached the one million user milestone.

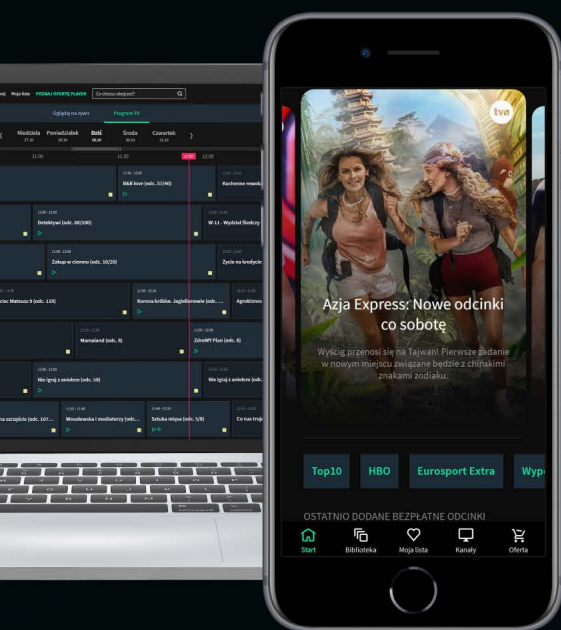
Over the next few years (**2012-2017**), the platform was expanded with premium SVOD and live channel offering.

2018

In 2018, following the partnership with Canal+ Poland and rebranding to Player, TVN decided to outsource the entire service delivery platform and end-user apps to Redge. The migration project was completed in three months and ended with the delivery of a complete service delivery platform available on a handful of devices, including: web, mobile (Android, iOS) and TV (Samsung, LG, tvOS, PS4, Xbox, custom STB). The platform was focused on delivering a premium SVOD experience under the Player Plus sub-brand.

After the great success of Player.pl, TVN decided to launch a brand TVN24 GO focused on providing premium news content (VOD and live). Again, the platform was built with Redge Media components and has resulted in another significant increase in subscriptions.





2020

In 2020, the entire platform was migrated to the AWS cloud for even greater on-demand scalability.

2023

In 2023, the Eurosport Player was phased out with the entire content migrated to Player.pl, resulting in another increase in subscriptions.

2023-2024

Between 2023 and 2024, TVN operated the vod.pl platform, which was acquired from Ringier Axel Springer Polska. The platform was focused on providing AVOD content and was based on Redge Media stack. Eventually it was integrated into Player.pl.

Currently, Player.pl is the largest Polish bVOD platform, with a handful of cutting-edge features, including SSAI (server-side ad insertion) and FAST channels (launched in 2024).

Player.pl and TVN24 GO are great examples of a customized and flexible approach - they are large projects based on a forked Redge Media platform, then extended and developed by a small team of engineers dedicated to TVN.



Cooperation with Redge Technologies gave us the expected stability and flexibility together with the confidence that we are ready to meet the aspirations of our business growth in Poland.

- Łukasz Tylicki

Online Technology Unit Director

Contact us and explore how our full range of solutions can elevate your business.

Redge Technologies Sp. z o.o.
Ostrobramska 86
04-163 Warsaw

tel. +48 22 255 11 00
fax. +48 22 255 15 50
info@redge.com

