



Case Study

TVP VOD

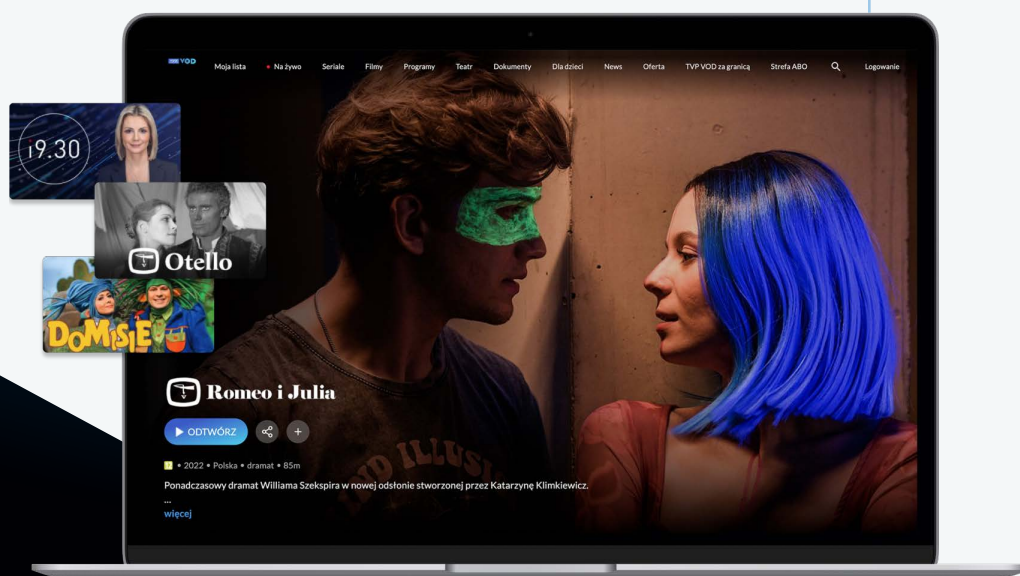
Overhauling the OTT landscape for a Polish public broadcaster

RedgeMedia



Background

TVP (Telewizja Polska), the Polish Public Television, has been a cornerstone of Polish broadcasting since its inception in 1952. As a leading public broadcaster, TVP has evolved to embrace digital advancements, launching its first BVOD (Broadcaster Video on Demand) platforms in 2004.



Over the years, TVP VOD has become a key platform for delivering a wide range of content, including news, entertainment, and cultural programming, to millions of viewers across Poland.

The challenge

In 2022, TVP decided to consolidate the existing landscape of OTT and HbbTV applications, consisting of TVP VOD, TVP Stream, and TVP GO. The formal public tender was launched with the aim of licensing a standard service delivery platform, which would then be integrated with TVP's transcoding and CDN solution.

Redge's proposal not only met all technical and formal requirements, but was also competitively priced. After forking the existing Redge Media platform, Redge provided a dedicated engineering team to deliver, deploy, integrate the project with the existing OTT headend and ad tech stack, and migrate the existing customer. The project was completed after **six months** in December 2022.

The newly launched platform supports all major end user platforms including: Web, Android, iOS, AndroidTV, tvOS, Samsung SmartTV, LG webOS, Hisense and HbbTV, with the strong focus on AVOD business model and live TV offering. The backend is hosted in the AWS cloud for on-demand scalability and readiness for even the largest sporting events.

In addition, Redge provided the Redge Media CDN to support TVP's overall capacity during the peak demand associated with Euro 2024.



As of 2024 and according to Gemius Mediapanel, TVP VOD has reached over **2 million** real users, making it the fourth largest OTT platform in Poland.

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

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