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Play Culture Austria

Culture connects. With Play Culture Austria, ORS provides a platform for your audience that brings the best from the world of art and music together. Whether live concerts, breathtaking operas or impressive theatre performances – Play Culture Austria has everything for everyone.
Immerse your audience in a streaming experience that convinces with user-friendliness, versatility and quality.

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Let your audience enjoy culture regardless of time and place.

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VoD services are becoming increasingly popular due to the location- and time-independent consumption behaviour of TV viewers.
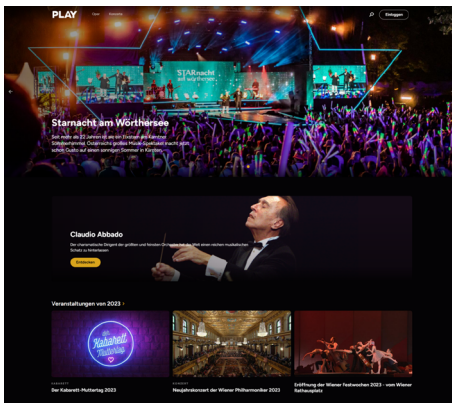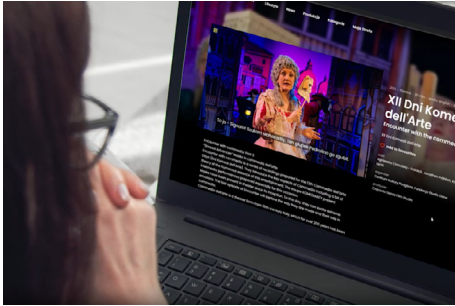
With Play Culture Austria, ORS provides a white label solution for your cultural media library. ORS thereby realises state-of-the-art VoD portals that can be individually tailored to the needs of customers.

THE ORS SERVICE PORTFOLIO

ORS provides a suitable video platform and delivers everything from planning to implementation to support. Combined with cutting-edge streaming technology, your audience is ensured a unique and personalised experience.

FUNCTIONALITIES AT A GLANCE

- **Live & Video-on-Demand:** Broadcasting live events and on-demand content, accessible anytime for your users
- **Catch-up, timeshift, nPVR:** Modern streaming features allow latecomers to start livestreams from the beginning, pause playback at will, and watch recorded events later
- **Integration of trailers:** Increase anticipation for upcoming highlights or provide a glimpse of premium content
- **Advertising and subscription models:** Monetise your content through effective advertising strategies, premium content and direct sale of digital tickets
- **User-friendly log-in area:** Offer personalised experiences with watchlists, favourites and resumable content
- **Easy expandability:** Seamless integration into mobile apps and smart TVs for a comprehensive brand presence
- **White label branding:** Perfectly adapts to your brand, allowing for individual design and functionality

6 STEPS TO YOUR CULTURAL MEDIA LIBRARY

1. Joint needs analysis and requirements management
2. Proposal & Commissioning
3. Design adjustments tailored to your corporate branding
4. Technical integration and testing phase
5. Training & Support
6. Go-Live

The VoD platform "Play Krakow" offers live programmes with presenters who talk about the most interesting topics of the city, its residents, visitors and tourists.

The VoD platform edutube provides short videos and documentaries that are suitable as support for digital teaching.

Plenary sessions of the National Council and Federal Council can be followed live and on-demand via the website of the Austrian Parliament.

SUPPORT AND COLLABORATION

- **Customer support:** Whether 24/7, on weekdays or event-based – tailored to your requirements, our operations team ensures appropriate support hours, ensuring swift issue resolution.
- **Key Account:** You will have a dedicated contact person who addresses your concerns and acts as a liaison to the technical team.
- **Updates & development:** Regular updates and implementation of new features.

REFERENCES

CULTURAL STREAMING PLATFORM "PLAY KRAKOW"

ORS implemented a multimedia platform, "Play Krakow," providing a stage for the diverse and vibrant cultural scene of the city. Additionally, Video-on-Demand allows viewing recordings of concerts, shows, plays, performances and meetings with representatives from the world of culture and art.
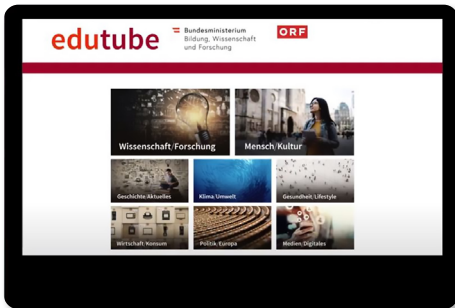
SIMPLITV STREAMING

ORS launched its streaming product, „simpli more für Streaming," for the simpliTV TV platform. Numerous practical streaming features and on-demand capabilities ensure a personalised TV experience. Whether it is 7-day replay, start/stop, restart, or recording with the personal video recorder – this innovative television experience can be enjoyed not only via the Smart TV app but also on all mobile devices such as smartphones or tablets.
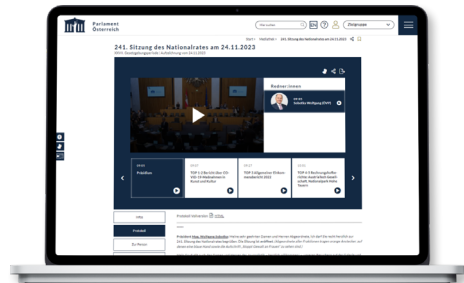
EDUTUBE

As part of an educational media collaboration, the Ministry of Education and ORF launched the platform „edutube" in April 2020. ORS handled the technical implementation of the password-protected VoD platform. The offering includes around 1,000 videos and educational films, documentaries, and magazine contributions in public service quality catering to teachers and students.

MEDIA LIBRARY FROM THE AUSTRIAN PARLIAMENT

The Austrian Parliament Media Library provides live streams of all plenary sessions of the National Council and the Federal Council including sign language. For this project, ORS implemented a future-proof hybrid solution that combines the best of both cloud and local infrastructure worlds.

**More information at
ors.at/vod**