

MIDDLE EAST PRODUCTION & BROADCAST

# PRO50

TOP 50 COMPANIES YOU NEED TO KNOW

SUPPLEMENT TO

**BROADCASTPRO**  
MIDDLE EAST



# EMPOWERING MEDIA BUSINESSES WORLDWIDE

**U**-TO Solutions is a leading software solutions company in the media domain known for creating innovative technology products that increase operational efficiency with cost effectiveness. Since its inception, U-TO has continually reinvented its offerings to become one of the foremost integrated technology solutions provider for the media industry. Preferred by global industry leaders for over a decade and half

and known for their expertise, U-TO is scaling new heights each year.

## RIGHTSU AND BROADVIEW

U-TO has delivered unmatched media solutions to clients spread globally, foremost with its flagship offerings 'RightsU – Content Rights & Royalty Management Solution' and 'BroadView – Channel Management Solution'. Catering to content, IP, licensing, scheduling, programming,

traffic and ad sales, etc, U-TO's expertise and in-depth understanding of the media domain has helped broadcasters, studios, distributors and OTT aggregators maximise revenue in an evolving business environment.

Rapid evolution of OTT platforms, digital devices and consumer behaviour is reinventing the industry and thereby increasing the need for intuitive software solutions. Broadcasters are looking for newer opportunities with on-demand and digital platforms for better managed



**Richard Saldanha,**  
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content aggregation, IP rights and delivery. To keep up with new challenges and changing business nuances, media and entertainment companies have leveraged U-TO's capabilities to maximise revenues from their acquired content library while adding operational efficiency to the end-to-end broadcast business eco-system.

U-TO is preferred for its expertise in solution consultancy, project management, design, integrations, training and post-implementation support.

As the media landscape shifts towards increased consumption of content using OTT (On-Demand) platforms, U-TO has introduced additional modules and tools in its solutions to help manage programme scheduling, windowing on OTT, electronic sell through, download to own (DLTO), TV everywhere, cable VOD, SVOD, PVOD, web, IPTV etc.

#### COMPANY MOTTO

U-TO believes in merging technology and innovation, to help businesses achieve more.

#### MIDDLE EAST AND AFRICAN FOOTPRINT

From its regional base in the UAE, the company is poised to offer broadcast solutions and services to prospective leads and existing customers spread across the Middle East and the African region. In their third consecutive participation at CABSAT, U-TO has made its presence felt strongly in the Middle East with increased investments and rapid expansion.

#### MOBY GROUP (DUBAI, PAKISTAN, AFGHANISTAN AND ETHIOPIA)

Tolo TV, Tolo News and Lemar TV Channels

in Afghanistan (uplinked from the Moby Group's first-of-its-kind and state-of-the-art facility in Afghanistan)

Alliance Media: Urdu1 leading GEC in Pakistan uplinked out of DMI (UAE)

Kana TV: Operations team based out of Ethiopia

#### IMAGINATION, ABU DHABI

In partnership with Discovery Communications launched Quest Arabiya a free-to-air channel for the Middle East

Facilitated the integration and is supporting automatic generation of dynamic secondary events including native support for Arabic with playout interfaces at Ericsson (TwoFour54).

#### FATAFEAT, UAE

Fatafeat, part of Discovery Communications

is the first free-to-air food Arabic channel with playout from Samacom facility.

**BROADVIEW - BROADCAST MANAGEMENT SYSTEM**

U-TO Solutions and BroadView Software are dedicated to delivering solutions to the TV broadcast industry worldwide. With over 1,000 channels using Broadview software globally, the company has an in-depth experience in diverse operations and offers a proven product with market-leading technology and support for any country and multiple languages. Solutions are extremely powerful, yet easy-to-use and help in managing multi-channel needs in programming, traffic, on-demand, media and ad sales for linear and non-linear modalities.

**RIGHTSU - CONTENT RIGHTS AND ROYALTY MANAGEMENT**

Business operations within the media domain has evolved in recent times making licensors/content owners more aware of their content rights and exploitation. Rights are treated as a strategic investment leading to an overall

change in business perspective. ‘RightsU’ addresses these business scenarios with intelligent modules and granular reporting.

This is an enterprise solution that empowers media organisations to manage content, IP, licensing, etc. Users experience complete visibility from acquisition to syndication across complex, multi-layered combinations of platforms, territories, period, holdbacks, languages, etc. Also enhances revenue opportunities by providing actionable insights to the right people at the right time.

RightsU provides an insight of all available asset inventory across platforms/territories, thereby enabling informed decision making by relevant stakeholders. Additionally, it tracks royalty pay-outs and custom-defined revenue/profit-sharing rules.

**RECENT ACHIEVEMENTS**

The last year witnessed some great success stories for U-TO. From embarking on a journey into a new continent to adding new On-Demand operational modules, U-TO products strongly influenced industry trends.

**EXPANSION IN AFRICA**

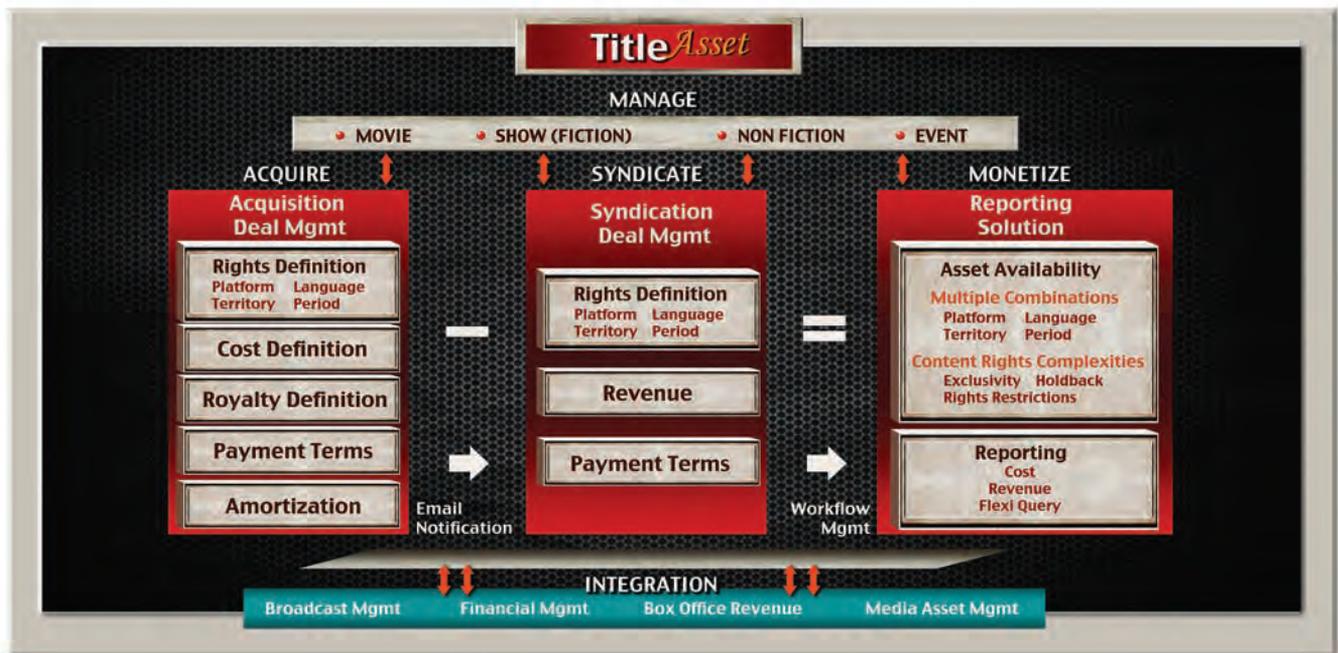
U-TO Solutions enabled the launch of Kwese, sports and entertainment channels across the African continent with a successful implementation of its BroadView Software.

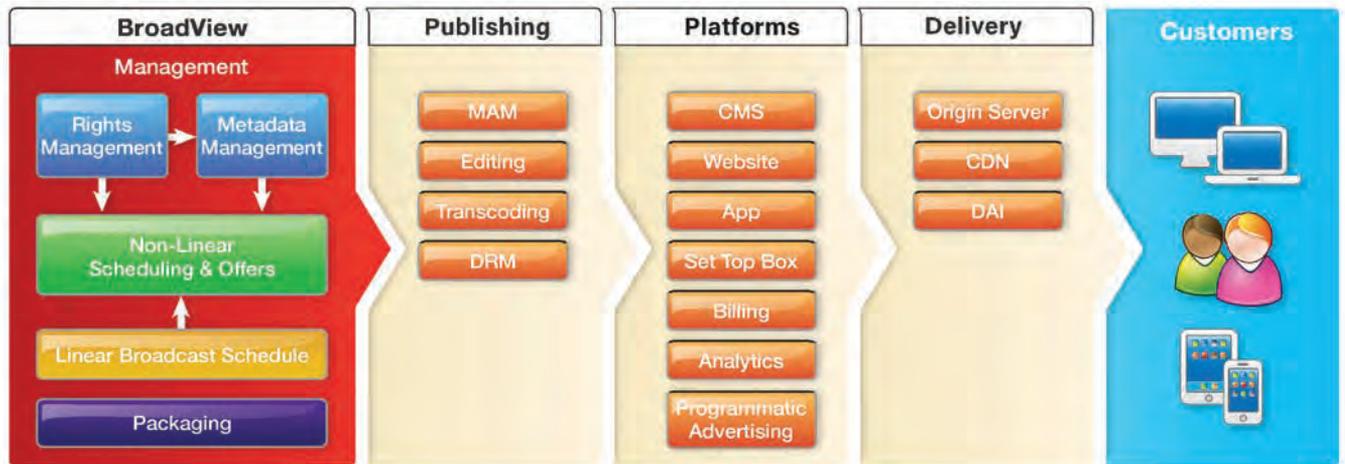
Econet Media is a diversified telecommunication giant offering products across 14 countries in Africa. Econet Media’s Kwesé Sports brings African sports fans a wide range of sporting events. BroadView’s inclusion is a strategic move to enhance operational and production efficiency. Along with the on-demand platform, BroadView manages Econet Media’s programming, scheduling, traffic and library functions for more than 10 channels.

U-TO Solutions, meticulously planned the implementation, training and post Go-Live activities in close coordination with the business groups at Econet.

**ATTRACTING HIGHER AUDIENCES WITH COMPETITIVE ANALYSIS**

Plan-it U: Data Science innovatively merged with Business Logic, Integrated with Ratings to predict trends for increased viewership.



**Broadview - On Demand Ecosystem.**

In a key strategic step forward, U-TO moved its product offerings a notch higher by embedding a statistical data analysis tool in its arsenal to create an intelligent, self-learning, planning solution that helps channels achieve programming viewership goals. Plan-It U correlates programme data from third party rating providers and Program Rights enabling a predictive analysis of historical trends consequently allowing efficient decision making in planning. In addition, it tracks competitor schedules and ratings to generate seasonal trends on high viewership gains.

**CLIENT FOOTPRINT**

U-TO's esteemed list of clients include businesses across:

- Television networks and stations
- Specialty channels and cable networks
- OTT and on-demand platform operators and aggregators
- Non-commercial broadcasters
- DTH
- Studios/production houses

**SONY PICTURES NETWORK**

A global commercial television provider with operations across four offices in India, Singapore and London. The group operates 35+ channels across six time zones.

**DISCOVERY****COMMUNICATIONS, USA**

A \$4 billion company has implemented BroadView's scheduling and asset metadata tools for all its 10 US networks. Worldwide, Discovery reaches 1.8 billion cumulative subscribers in 218 countries and territories through its 155 channels. This implementation involved complex interfaces to numerous legacy systems in the Discovery environment.

**PBS, USA**

BroadView is used by the PBS network to manage over 15 video streams that serve the 300+ PBS member stations across the USA. This system has over 350 users in Washington, DC. PBS has been using BroadView since 2006, and has implemented complex customised workflows.

**ROGERS, USA**

A large North American group, it owns and manages 46 local TV channels arranged into a complex web of parent and child schedules. The group has over 725 users and has been managing these channels on BroadView, since 2002.

**VIACOM18 MEDIA PVT LTD, INDIA**

BroadView is used by Viacom 18 network for 35 plus channels across various genres,

covering programming, scheduling, traffic and sales system.

**TATA SKY, INDIA**

BroadView is deployed at TataSky, one of India's largest DTH platforms with over 11 million subscribers. BroadView also manages EPG content for TataSky using custom exports to NDS.

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