



## **Outdoor Channel (Asia) Chooses EVRIDEO & KLH for Cloud-Based Programming & Playout**

Aiming to increase efficiency, Outdoor Channel (Asia) has embraced cloud technology and transferred its Pan Asian and Australian HD feeds to the EVRIDEO next-gen cloud-based playout platform and KLH cloud based BMS solution.

Outdoor Channel (Asia) is combined satellite and IP-distributed to hundreds of pay-TV platforms across Asia and the Pacific with multiple subtitling languages and is the first Asia based channel to take full advantage of EVRIDEO's next-gen cloud-based playout & KLH broadcasting managing system.

The collaboration between EVRIDEO and KLH brings a significant improvement in operational efficiency. By using API integration and advanced automation tools, Outdoor Channel (Asia) will benefit from reduced manual intervention and managing its entire workflow on one single platform.

The combination of EVRIDEO and KLH allows TV channels to get up and running, manage content and deliver professional grade TV feeds and outputs to any distribution platform such as cable TV, DTH, DTT, IPTV, and OTT. The cloud solution allows broadcasters and content owners to manage both legacy TV channels side by side to new ad-sponsored channels and to better monetize their content assets over new OTT services.

“We were searching for state-of-the-art technology that would improve the operating efficiency of managing multiple feeds as well as to expedite our distribution over the region” says Outdoor Channel (Asia), Managing Director Gregg Creevey. “By embracing the EVRIDEO & KLH platforms we were able to consolidate all content and channel management on a single cloud based platform, making it easy for our team to access and manage content, rights, scheduling and EPG from anywhere in the region”.

“We are excited to work hand in hand with Outdoor Channel (Asia) a leading TV network in the Asia region which joins many other broadcasters, PayTV and OTT platforms added EVRIDEO Chief Revenue Officer, Nir Gilad.

The successful delivery of Outdoor Channel (Asia) while meeting their localizing and special features requirements as well as the successful integration with EVRIDEO playout, is really exciting as we believe that it brings a significant added value to the channel. Says KLH CEO Mr. Micky Kedar.

## **About Outdoor channel:**

Outdoor Channel (Asia) based in Singapore is all about REAL.LIFE.ADVENTURE. Dedicated to outdoor lifestyle and entertainment, Outdoor Channel is loaded with a first run and exclusive combination of action, adventure and survival programming. Outdoor Channel (Asia) is available across 19 countries to some 12 million TV households and OTT users.

## **About EVRIDEO:**

EVRIDEO is an innovative broadcasting technology company which disrupt the TV industry. EVRIDEO offers an end-to-end, SaaS broadcast platform that replaces the traditional control room and already used by 17 Broadcasters which deliver more than 50 Tv channels to platforms around the world. Among our customers and partners, you can find: Vubiquity, BabyFirst TV, Outdoor channel, Zee5 and many others.

Using EVRIDEO, you can create, manage and deliver TV channels (OTT, cable, and satellite) to TV operators, digital platforms and social platforms. Get channels up and running within hours from a single laptop – no hardware or software required.

[www.evrideo.com](http://www.evrideo.com)

## **About KLH:**

KLH is a comprehensive cloud based, multi-lingual management system for all types of TV channels, OTT providers, broadcasting platforms and radio stations. Serving over 75 local, regional and global broadcasters such as Altice, KAN (Israel public broadcasting corp.), Baby TV, Disney, MTV, History channel, Outdoor Channel (Asia), E!, Nickelodeon and more.. KLH BMS solution meets the needs of all broadcaster's sizes and types while offering a flexible, dynamic and intuitive system.

[www.klh-tv.com](http://www.klh-tv.com)

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