Berstream
Video Delivery Company

Company Overview

Corporate Presentation

2025

WE UNDERSTAND YOUR BUSINESS WE ADAPT TO YOUR TECHNICAL CHALLENGES

About Company

Erstream is an end-to-end OTT solutions provider that has been working with media companies for almost 20 years.
Our focus is on providing high-quality, reliable solutions that enable our clients to deliver their content to audiences across the world.

EXPANDING GLOBAL FOOTPRINT

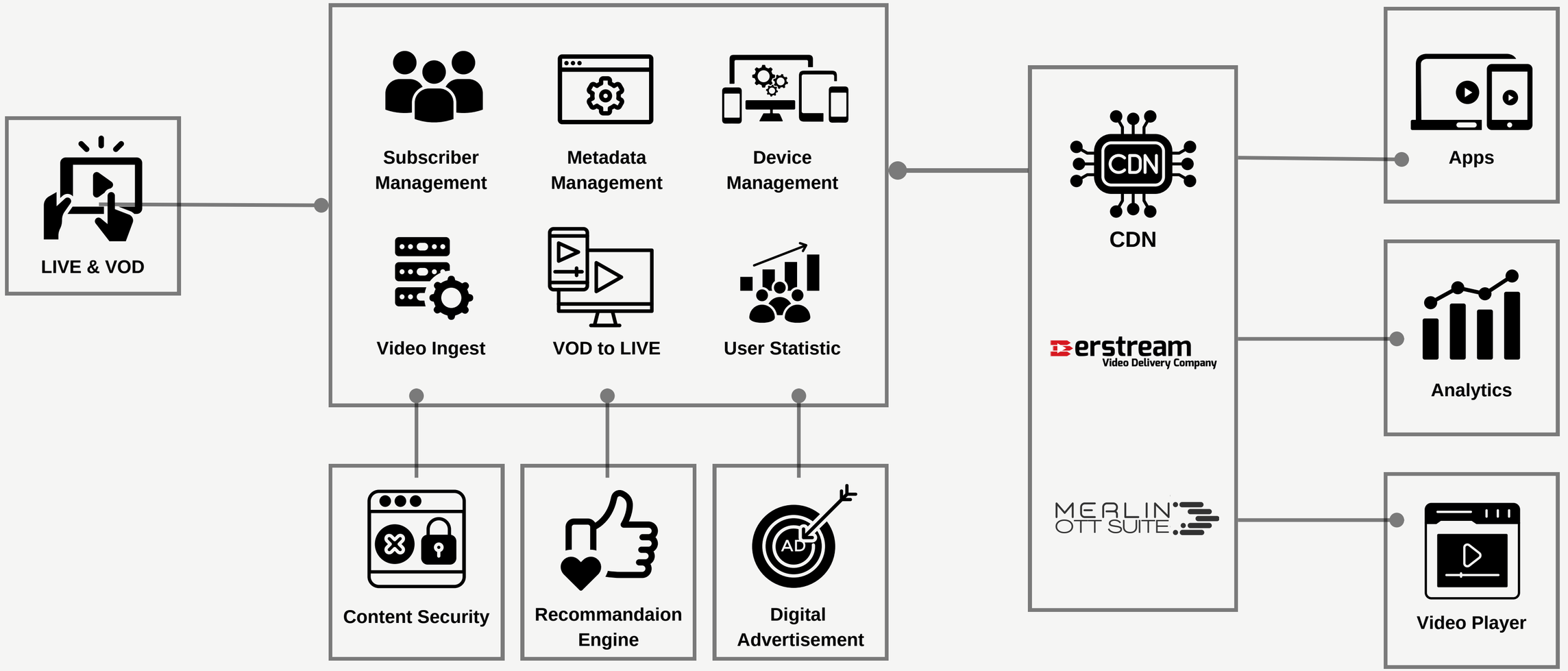
Internationally, we are actively engaged in Africa, Europe, APAC, and MENA — either through our own sales teams or through regional partners.

We provide almost all live streaming infrastructure services for Turkey — holding nearly 100% market share in this segment. We are the main VOD stream vendor for almost all major broadcasters in the Region.

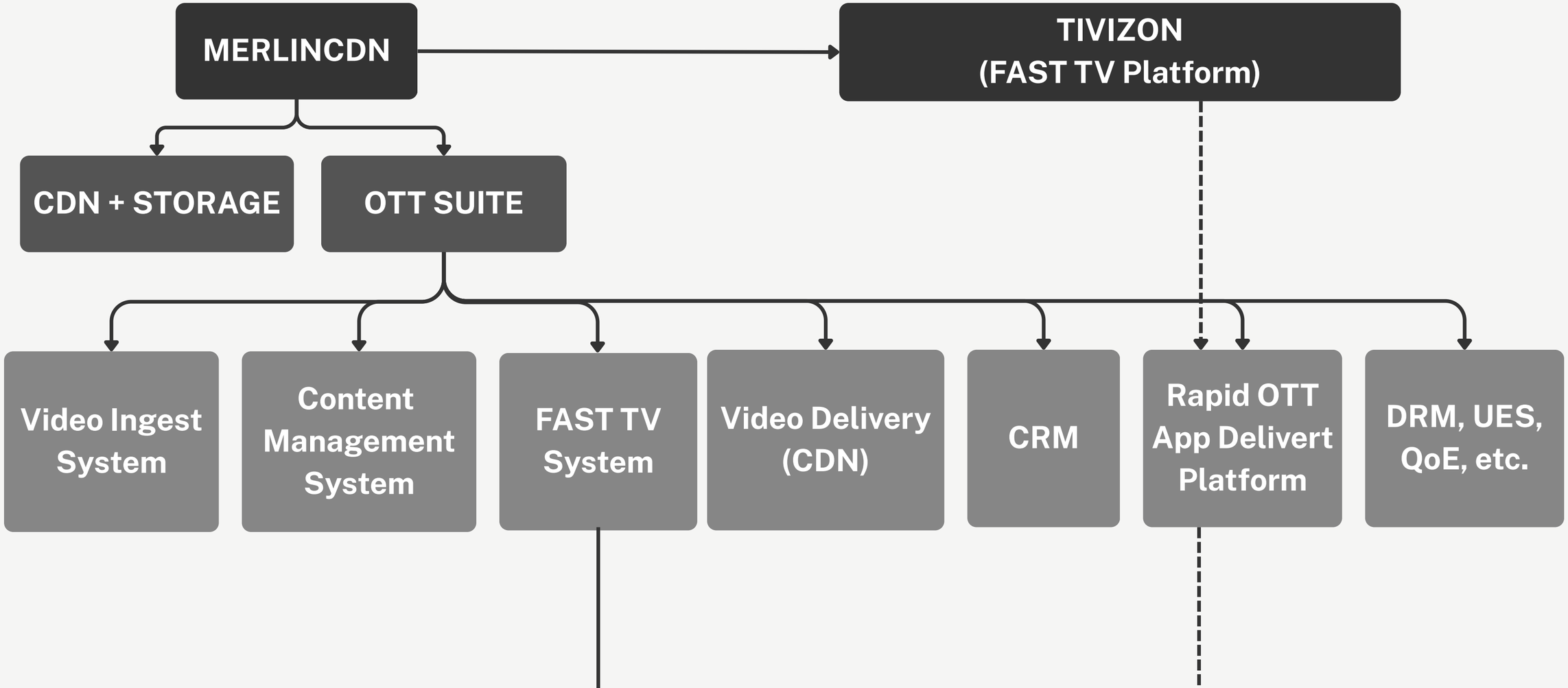


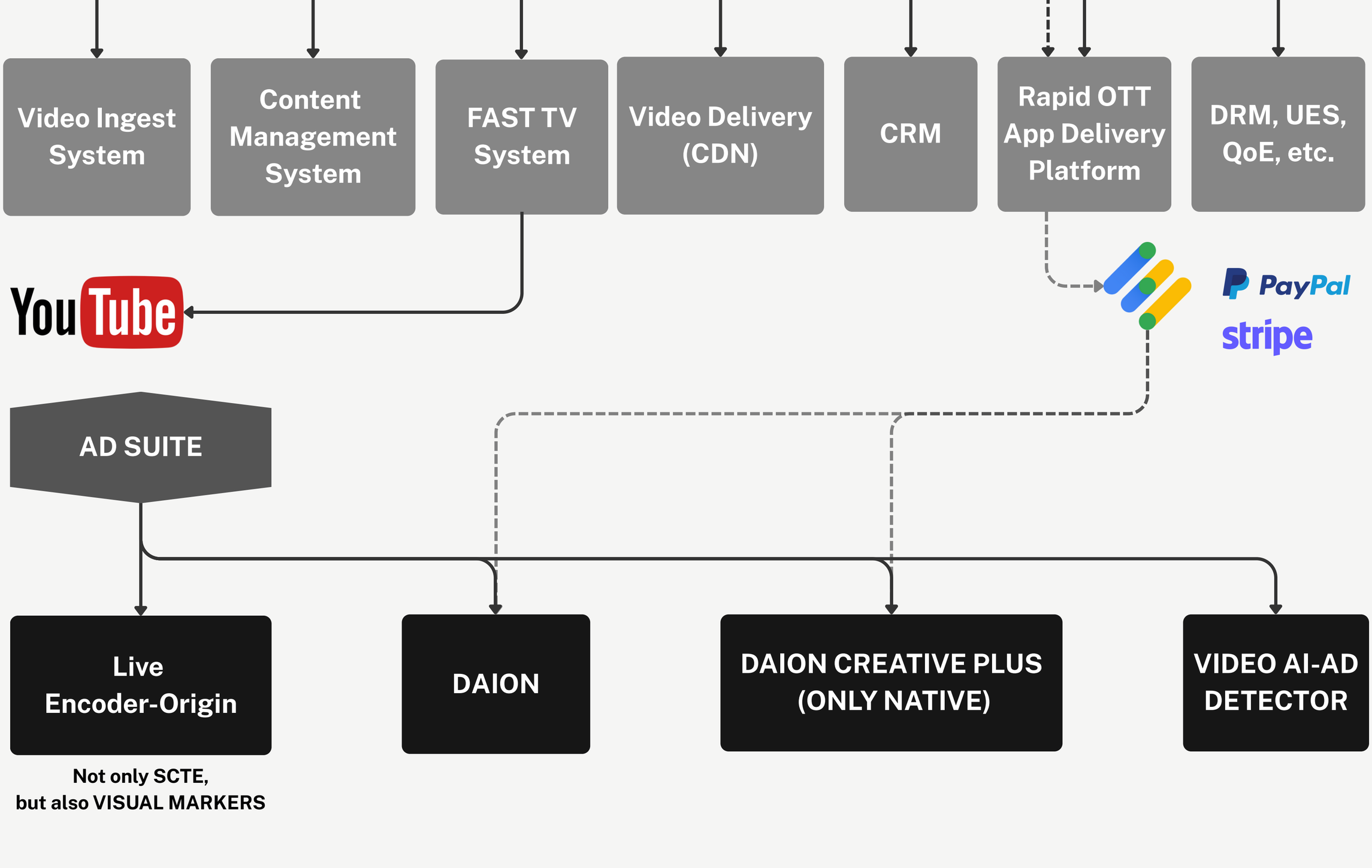
ALL THE SERVICES

You Need in One Place



End-To-End: Ad-Tech and Monetization Ecosystem




Video Ingest System
Content Management System
FAST TV System
Video Delivery (CDN)
CRM
Rapid OTT App Delivery Platform
DRM, UES, QoE, etc.
YouTube
PayPal
stripe
AD SUITE
Live Encoder-Origin
DAION
DAION CREATIVE PLUS (ONLY NATIVE)
VIDEO AI-AD DETECTOR
Not only SCTE,
but also VISUAL MARKERS

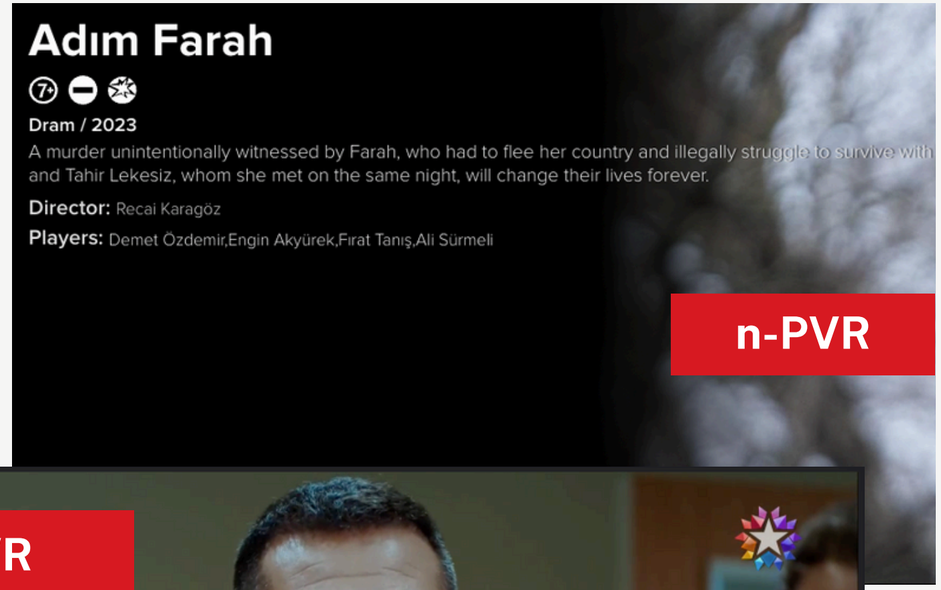
OTT SUITE

- Video Ingest System
- Content Management System
- FAST TV System
- Video Delivery(CDN)
- CRM
- Rapid OTT App Delivery Platform
- DRM, UES, QuE, etc.

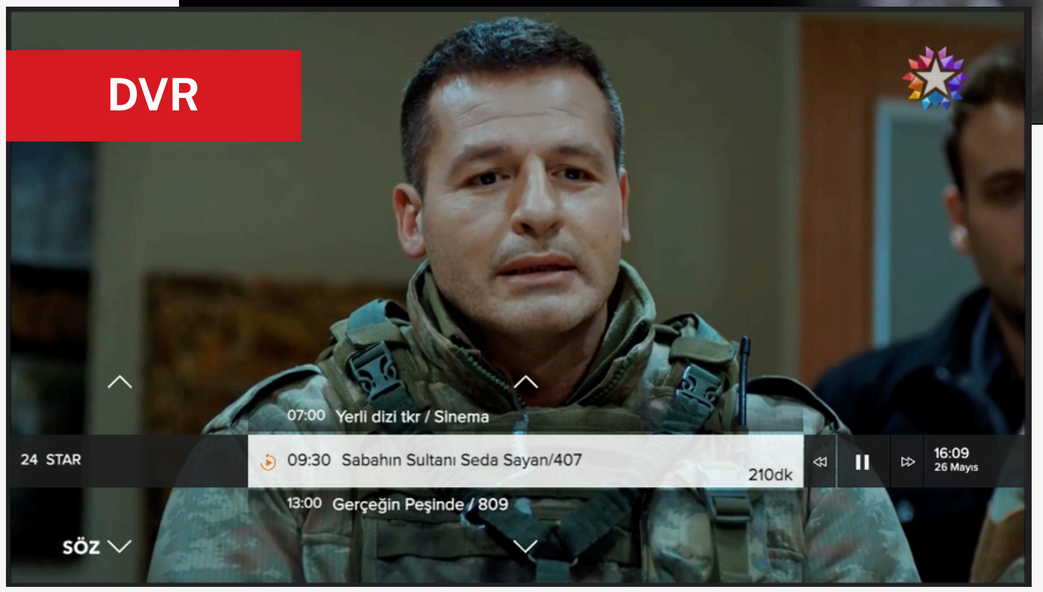
Live Streaming

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Our Live Streaming solutions offer a seamless fusion of advanced features. By integrating **Electronic Program Guides (EPG), Network-based Personal Video Recording (n-PVR), and Digital Video Recording (DVR)** capabilities, we empower viewers with comprehensive program guides and flexible recording options.







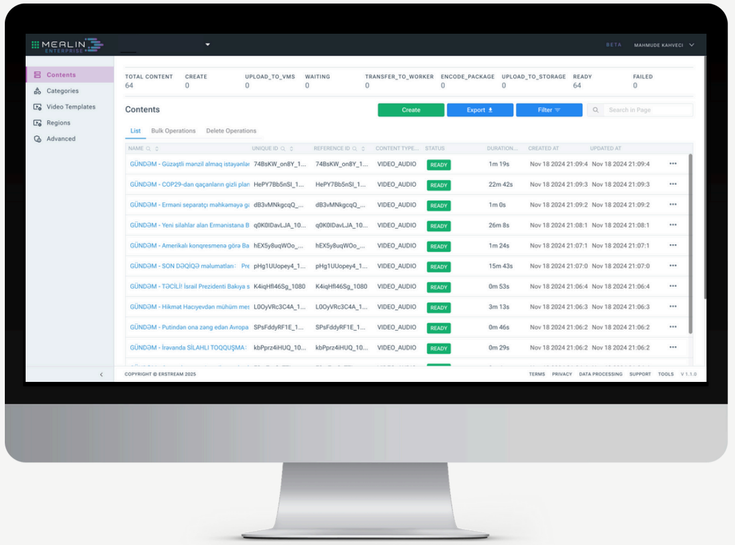
Video Ingest System

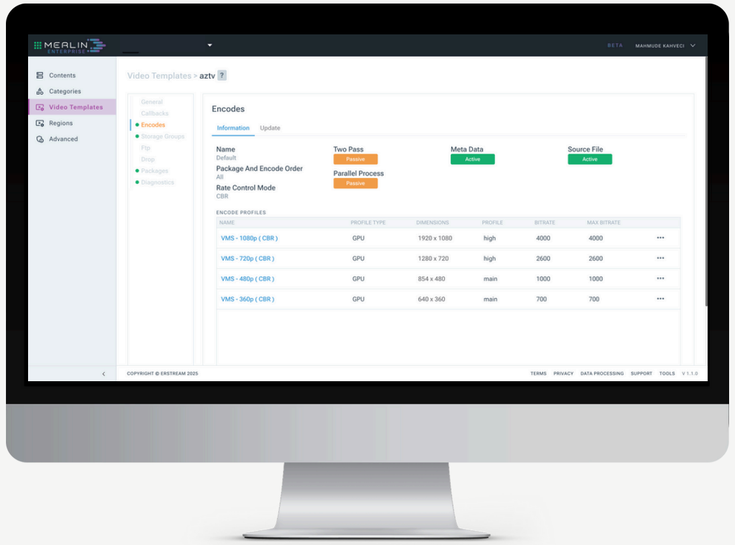
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Advanced Ingest & Encoding Services

Erstream Video Management System provides a thorough control and management capability over video assets on a single platform. Integrated with other components such as Live to VOD Service, all of the video assets available for distribution as Catchup TV VOD generated via Live to VOD API video files ingested into the system will be managed via VMS.

- Bitrate ingest order
- Subtitle Insertion
- Queue separation
- Reporting & Notification
- Bulk operations
- API Support



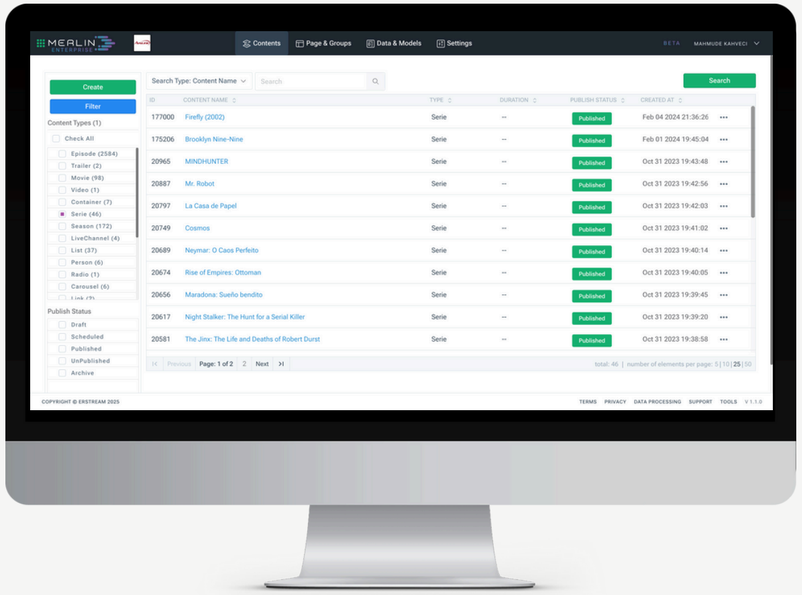


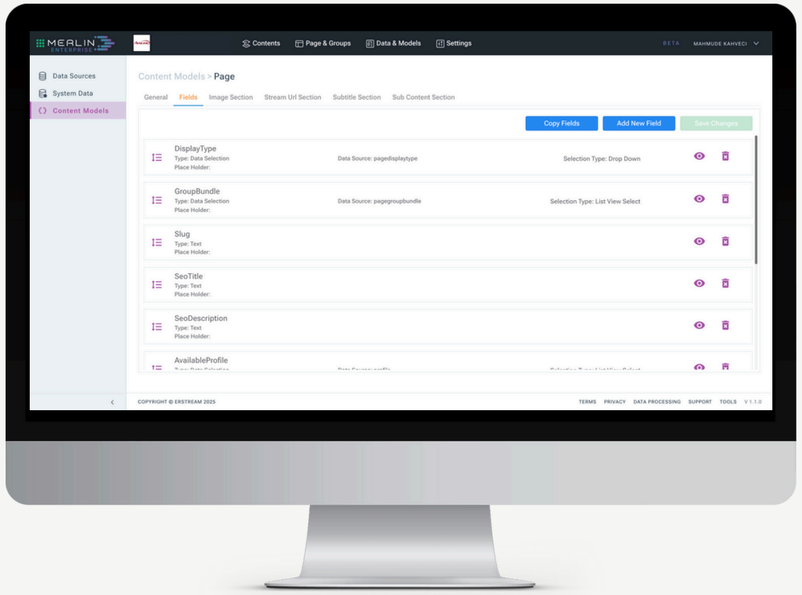
Content Management System

OTT SUITE

Unlock the power of customization with our advanced Content Management System (CMS). Seamlessly create and define your own content models, tailoring them to your specific needs. Whether it's movies, TV series, or other content, our CMS empowers users to add relevant information effortlessly.

Our CMS goes a step further by enabling the establishment of meaningful relationships between content models. For example, connect episodes to seasons, seasons to series, and build dynamic relations that captivate your audience. With our CMS, unleash your creativity and streamline content management like never before.





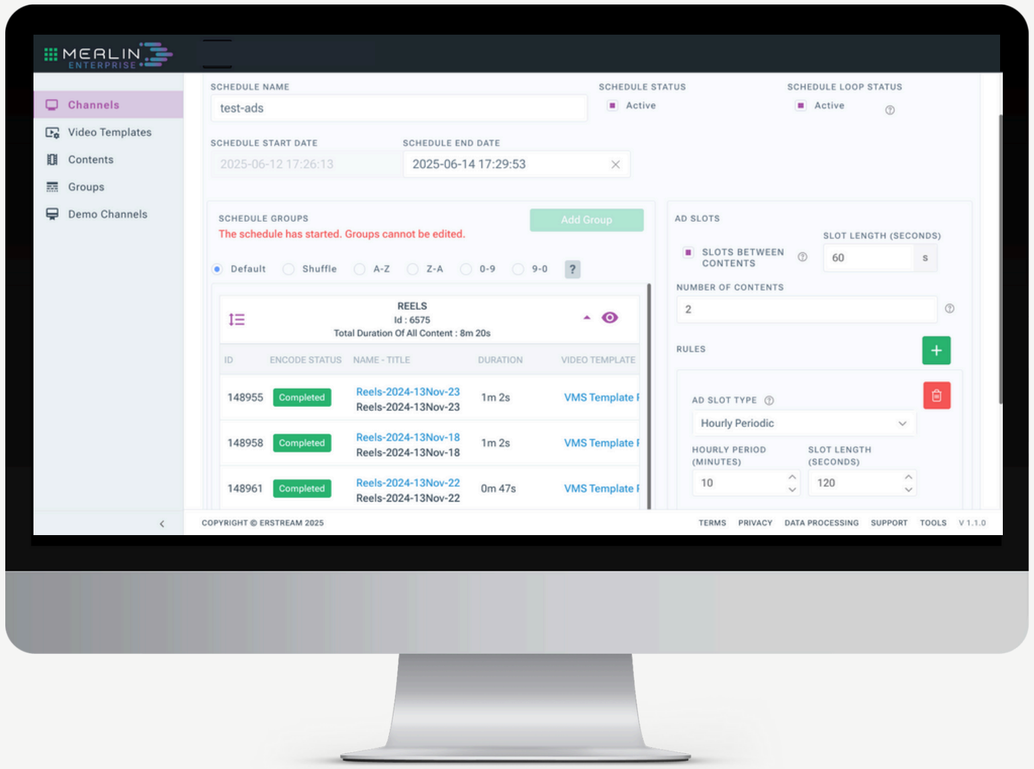
Simplify Your Video Content Management

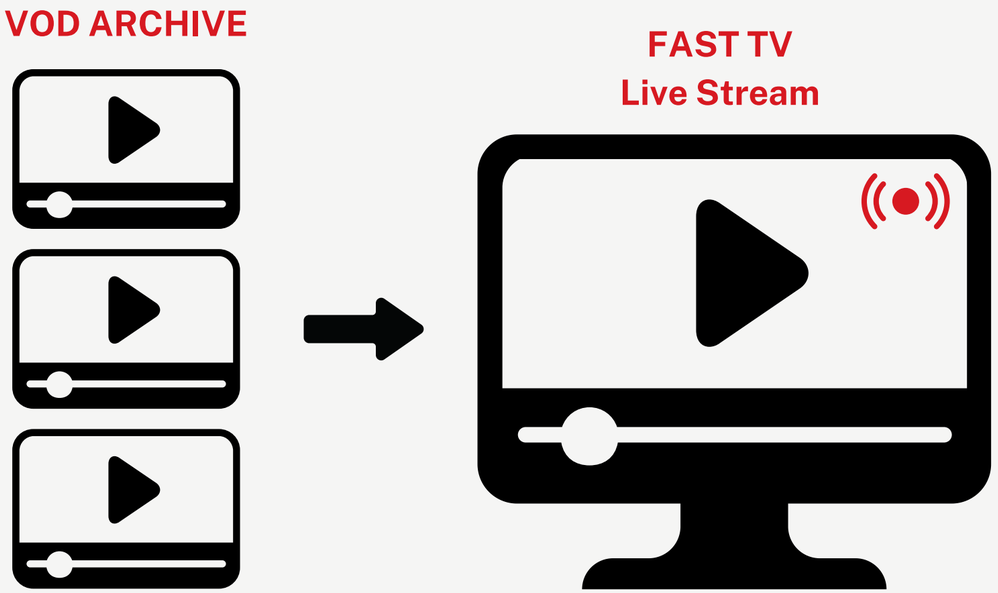
Manage all your content with flexible data, API support, search, categorization, dynamic lists, reports, and access control — effortlessly.

FAST TV

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FAST TV from Erstream is the perfect solution for creating live channels from your VOD content. FAST TV converts video files into HLS playlists that can loop when the playlist comes to an end. With this advanced technology, you can provide your viewers with a continuous stream of content that is always fresh and up-to-date. You can insert periodic SCTE-35 markers and we can ingest your FAST stream to your website & applications, or any third-party platform like YouTube, Samsung TV+ and, Roku TV etc.





Video Delivery (CDN)

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Fast and Reliable CDN to Accelerate Your Content

- Optimized CDN for Global Video Delivery
- Convert and transcode your video stream
- RTMP, RTSP, HLS, MPEG-DASH, MPEG-TS Microsoft Smooth Streaming, CMAF, SRT
- Multi-bitrate profiles to optimize viewers' experience.

Global Distribution

Video CDN

Secure Delivery

Cost Reduction

Redundant Network

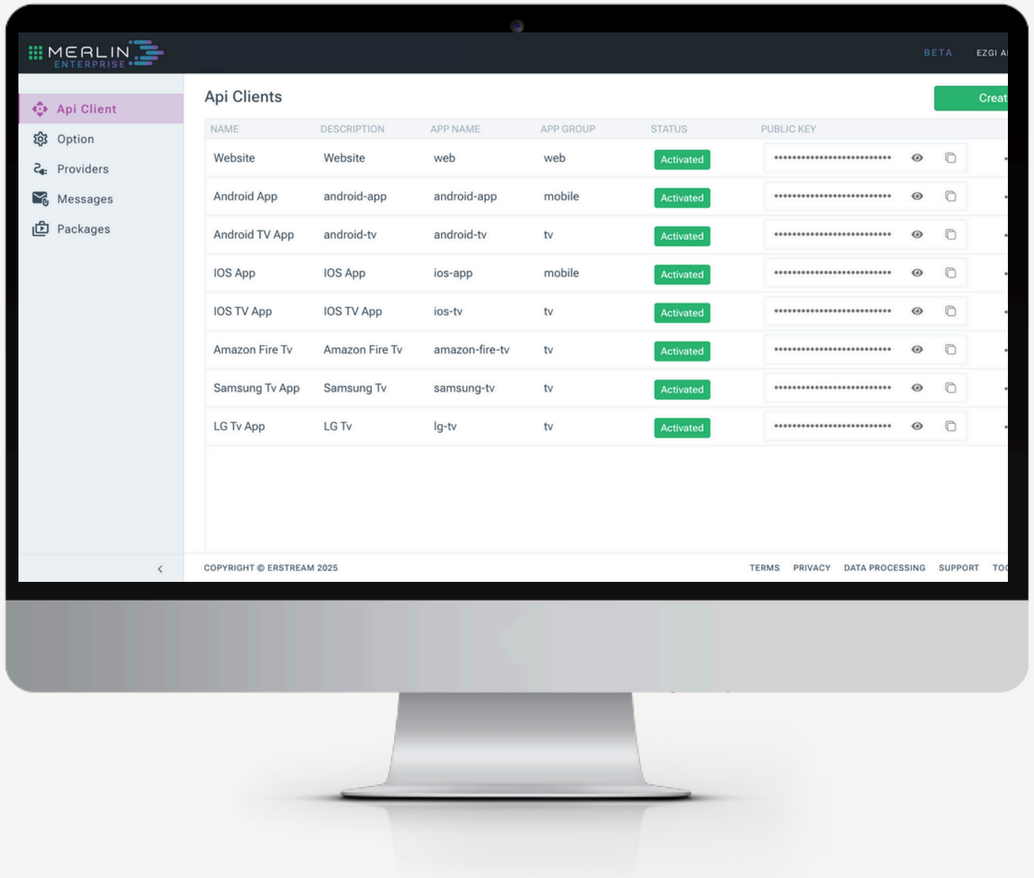


CRM

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CUSTOMER RELATIONSHIP MANAGEMENT

We have created a tool that will make it easy for you to manage your customer relationships. From tracking to the analysis of their behavior, all in one place.
Create and manage your Subscription Packages, Vouchers, Add On Plans and Promotions.





Voucher



Packages



Email



Phone



Event Track



Automation



Subscribers



Data

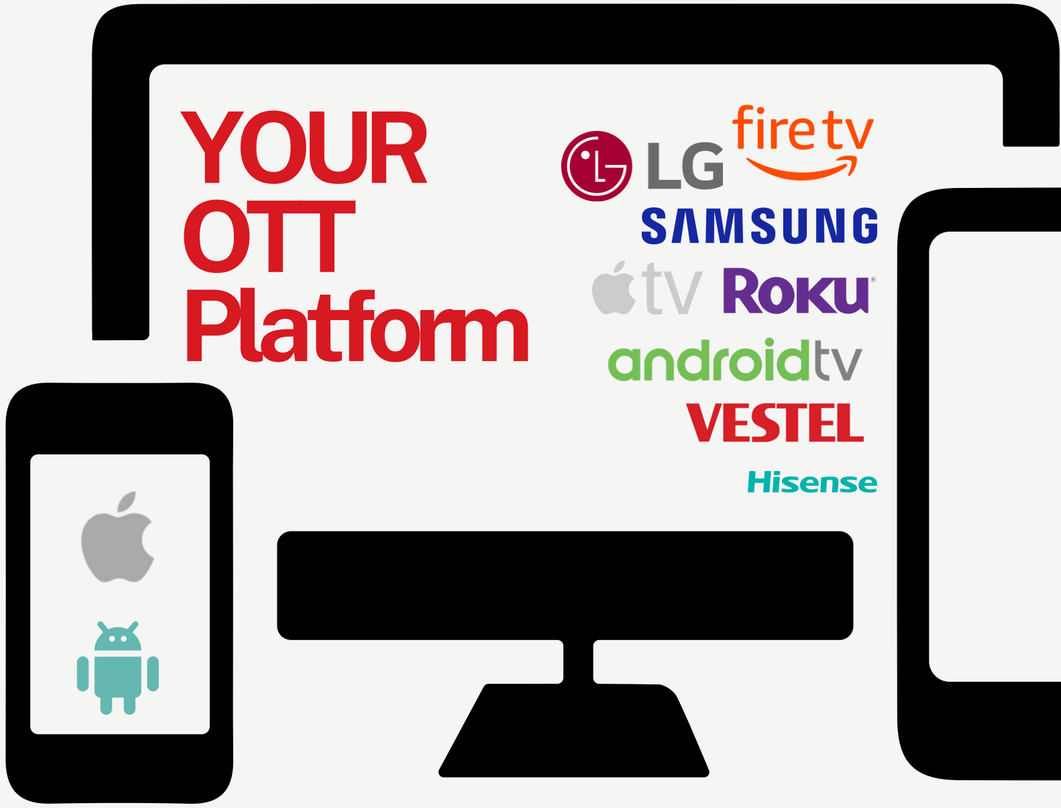
Rapid OTT App Delivery Platform

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+ ADVERTISEMENT DAION =

STREAM EVERYWHERE



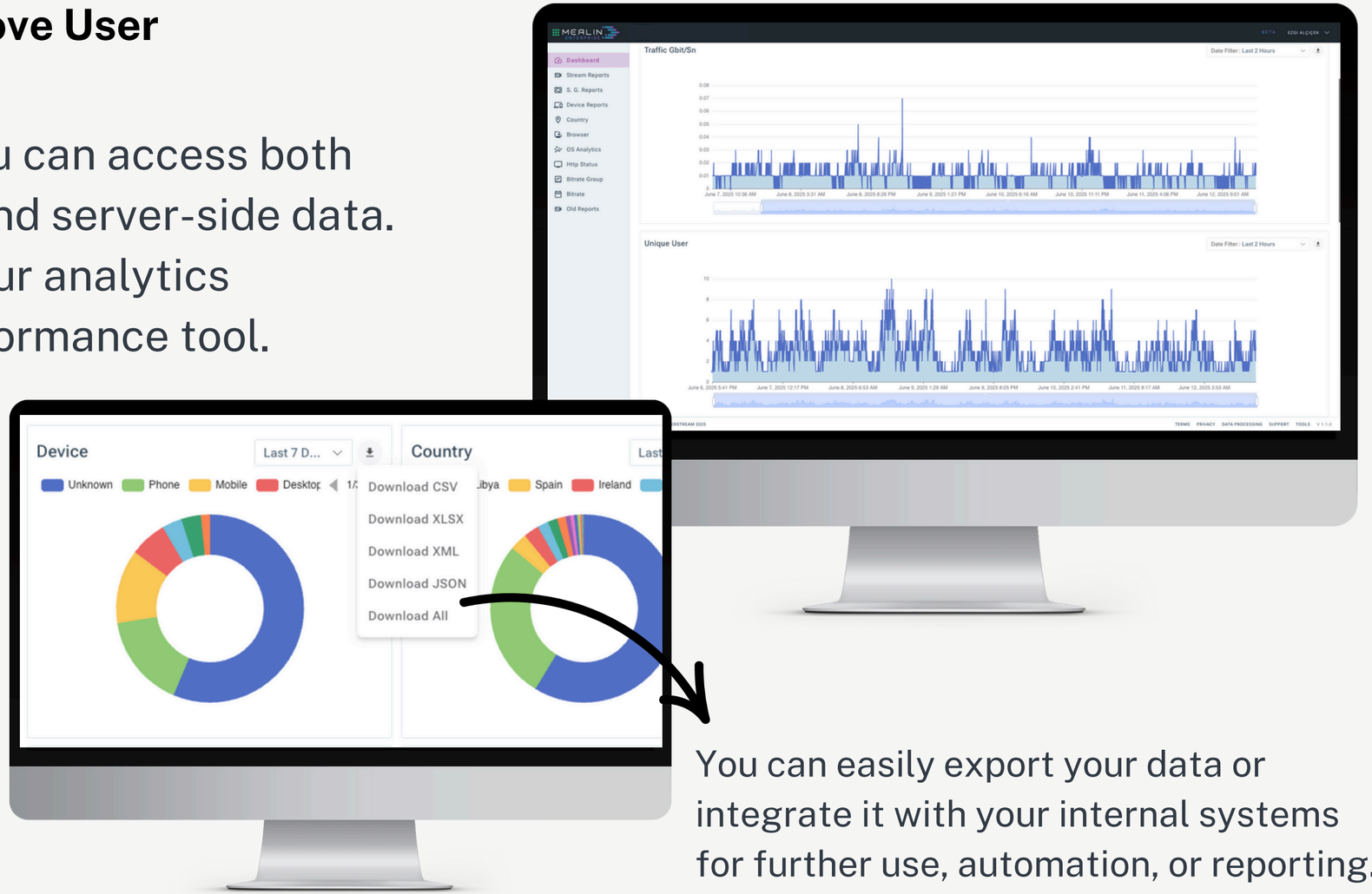
ANALYTICS

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Keep Track Your Data To Improve User Engagement

By using our Analytics tool, you can access both user experience (client-side) and server-side data. To increase user experience, our analytics provides you with a Video-Performance tool.

- **Streams**
- **Device**
- **Location**
- **User Agent**
- **Unique Users**
- **IP Addresses**
- **Domain**
- **Bitrate**



You can easily export your data or integrate it with your internal systems for further use, automation, or reporting.

AD SUITE

- **Live Encoder-Origin**
  Not only SCTE, but also with VISUAL MARKERS
- **DAION**
- **DAION CREATIVE PLUS (ONLY NATIVE)**
- **Video AI - AD Detector**

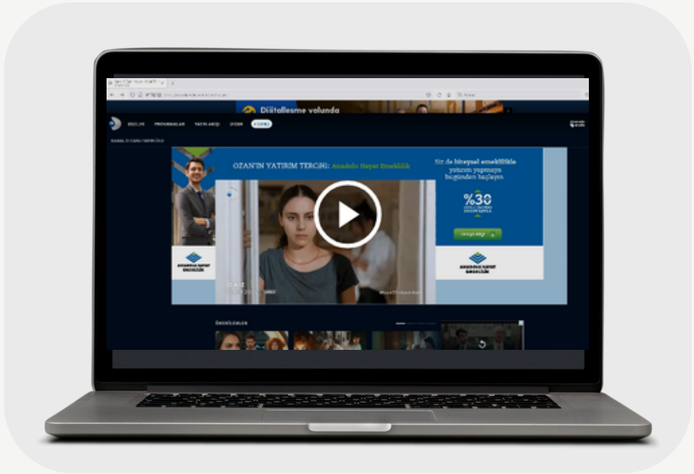
DAION

AD SUITE

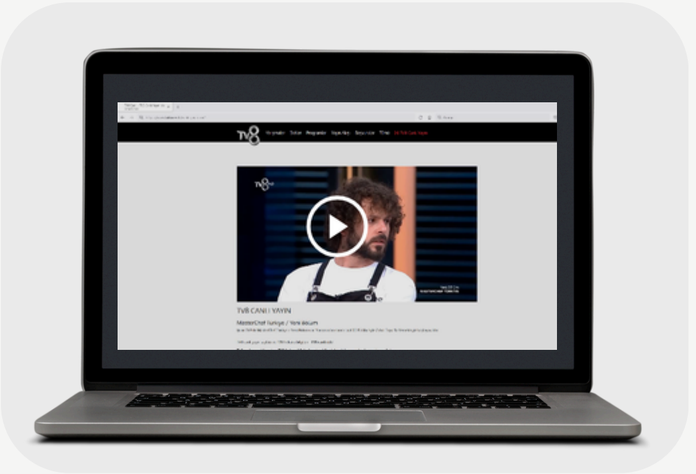
DAION (Dynamic Ad Insertion)

DAION offers a **game-changing solution** for media companies, enabling them to **monetize live streams through targeted advertising placements**, while also providing the flexibility of being ad server agnostic.

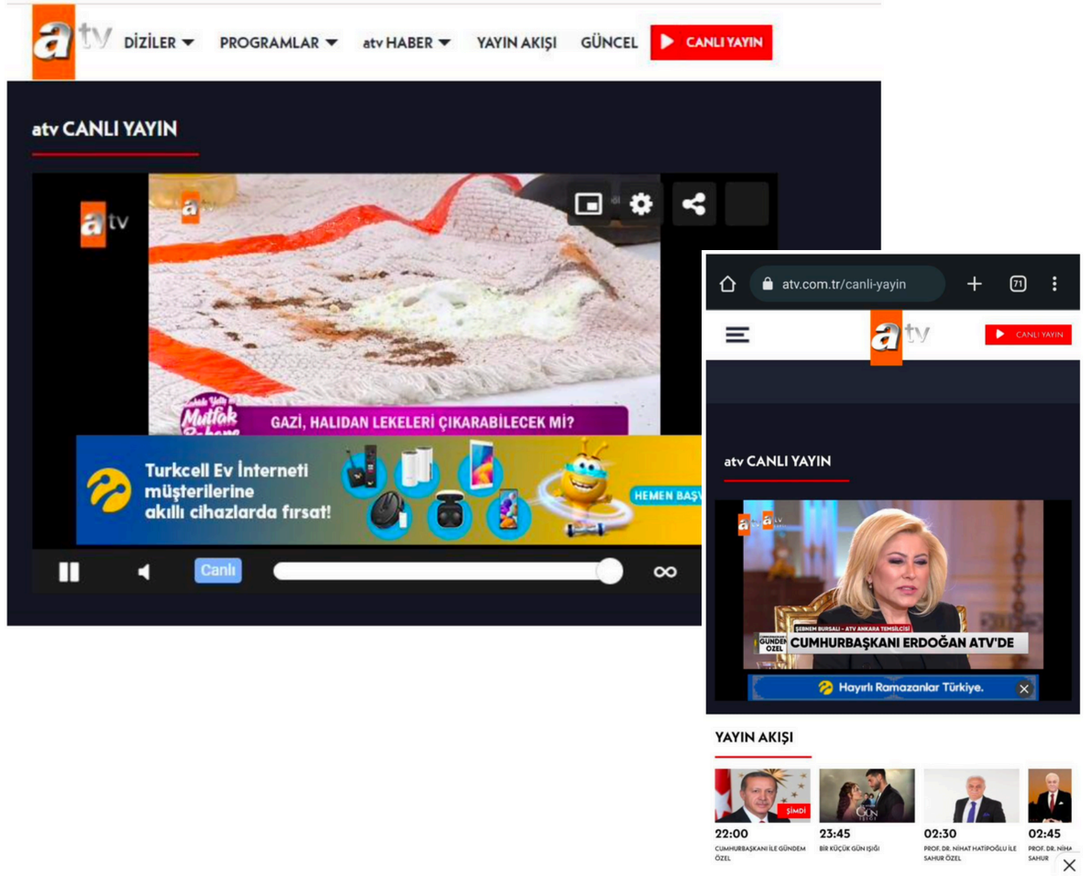
By being compliant with the IAB technology standards, DAION ensures the highest level of transparency, accountability, and efficiency in advertising, delivering optimal value to advertisers and publishers alike.



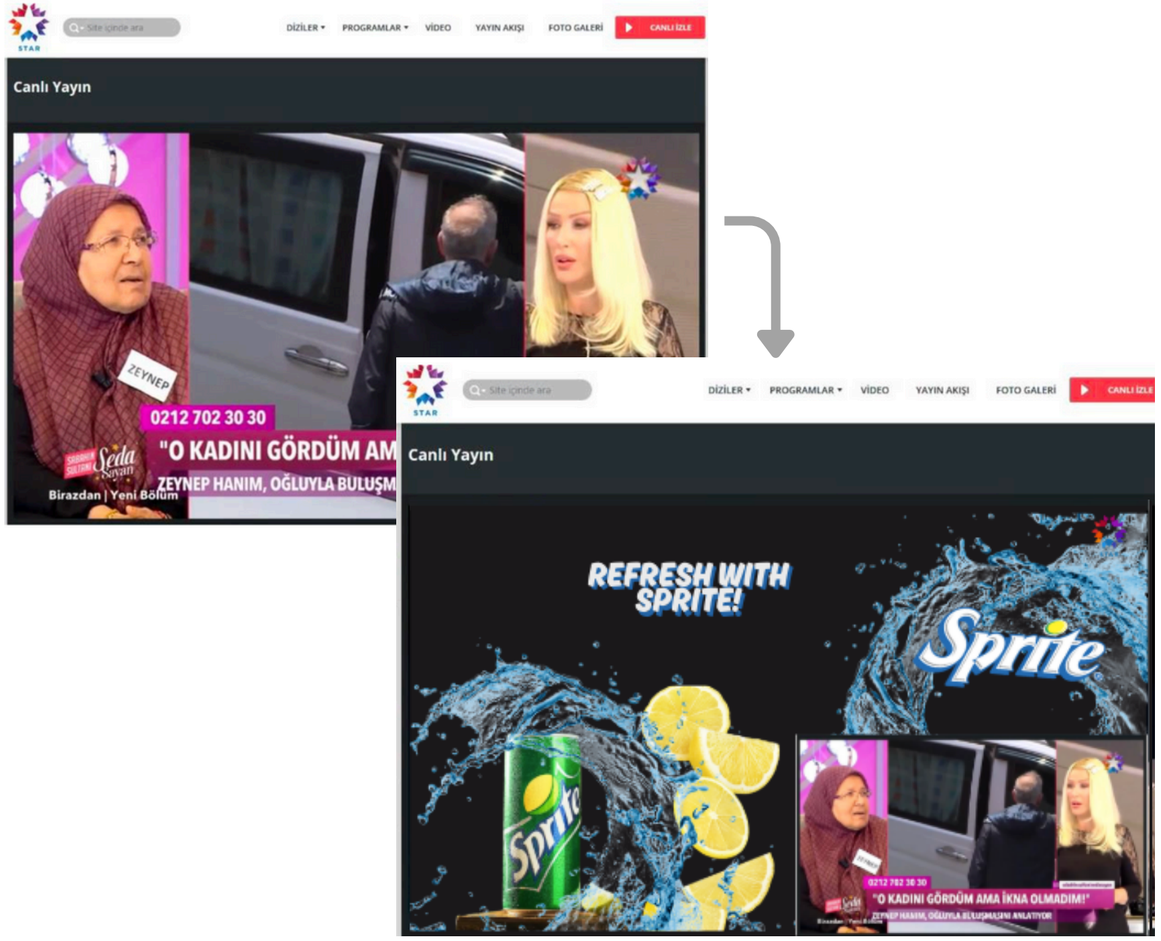




OVERLAY AD'S SAMPLE FOR DESKTOP AND MOBILE



PICTURE IN PICTURE EXAMPLE



Source: https://www.linkedin.com/feed/update/urn:li:activity:7059812774310199296/

100% COVERAGE | 85% SHOW RATE

AD SUITE

Erstream launches server-side ad insertion on Google Ad Manager to enable programmatic monetization

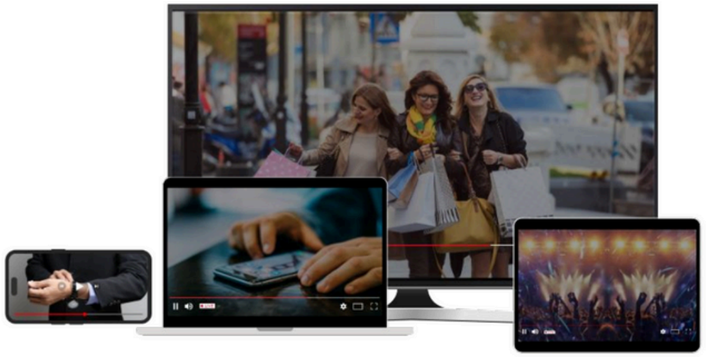
Erstream is a technology company and end-to-end online video solutions provider. Erstream delivers scalable OTT services including Server-Side Ad Insertion, FAST TV, Cloud Encoding, CMS, CRM, Automatized Ingest Workflow, CDN software, Catch-up TV, nDVR, Vo, and Client Application Development. Erstream works in partnership with local and global media companies, established content owners and broadcasters.

The challenge

Erstream launched a server-side ad insertion platform, DAION, in 2017. During early integrations, publishers used a second platform to serve ads on livestream inventory and programmatic transactions were unavailable. These constraints limited both campaign management and monetization opportunities for publishers.

The approach

Erstream implemented Programmatic Access Library (PAL) SDK - Google's solution to enable programmatic monetization on Google Ad Manager, with protection from spam and fraud, as a lightweight alternative to IMA SDK - into their tech infrastructure via a server-to-server integration with Google Ad Manager. Server-side ad insertion helped publishers manage their livestream inventory using a single platform and enabled Erstream to offer all programmatic transaction types; i.e. Open Auction, Private Auction, Preferred Deal, Programmatic Guaranteed and Open Bidding in a measurable way across desktop, mobile web, mobile apps and CTV.



The results

Multiple local broadcasters in Türkiye and global broadcasters integrated DAION, Erstream's server-side ad insertion solution with PAL SDK and enabled livestream monetization. Server-side ad insertion became a new revenue stream for broadcasters. Erstream helped broadcasters achieve up to 100% coverage with the help of programmatic monetization as an additional demand source, including Google Ads demand, and reached 85% average viewability in 2022.

"The appeal of working with Google in the Server-Side Ad Insertion field is being able to harness the full power of Google Ad Manager 360 and the Google Ads ecosystem."

Uğur Kalaba, CEO at Erstream

~100% Coverage

85% Avg. Viewability

April 2023

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Google Ad Manager

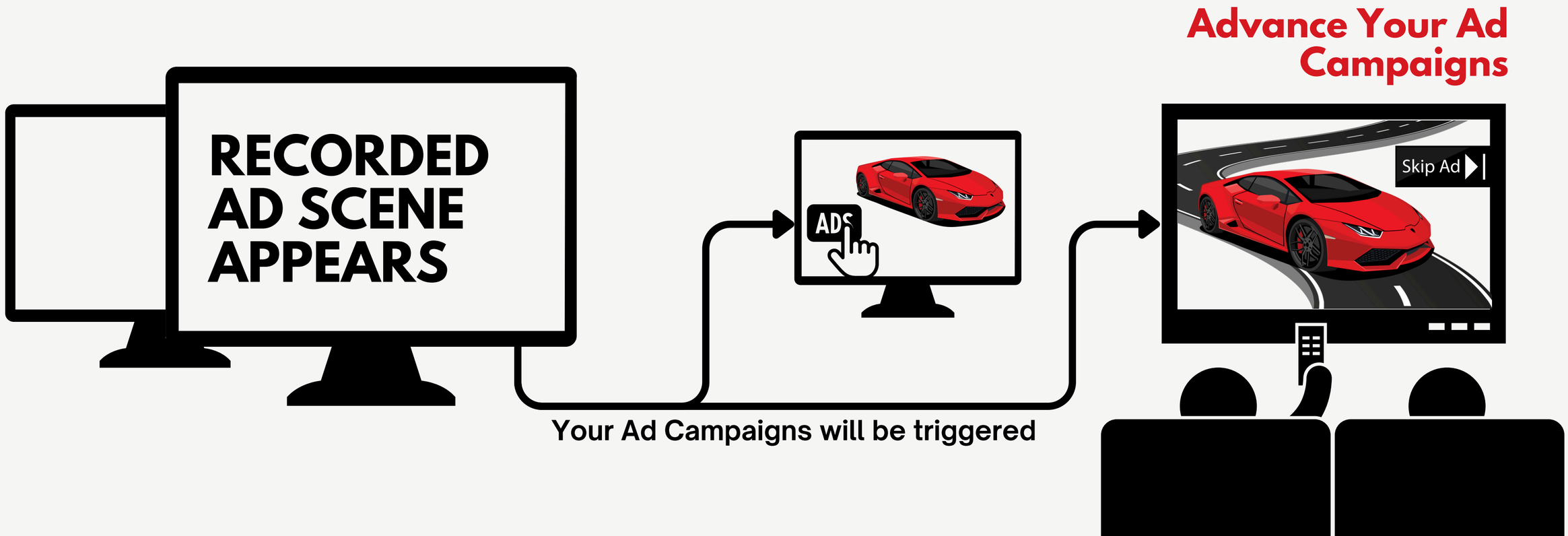
Ad Detector & Campaign Trigger

AD SUITE

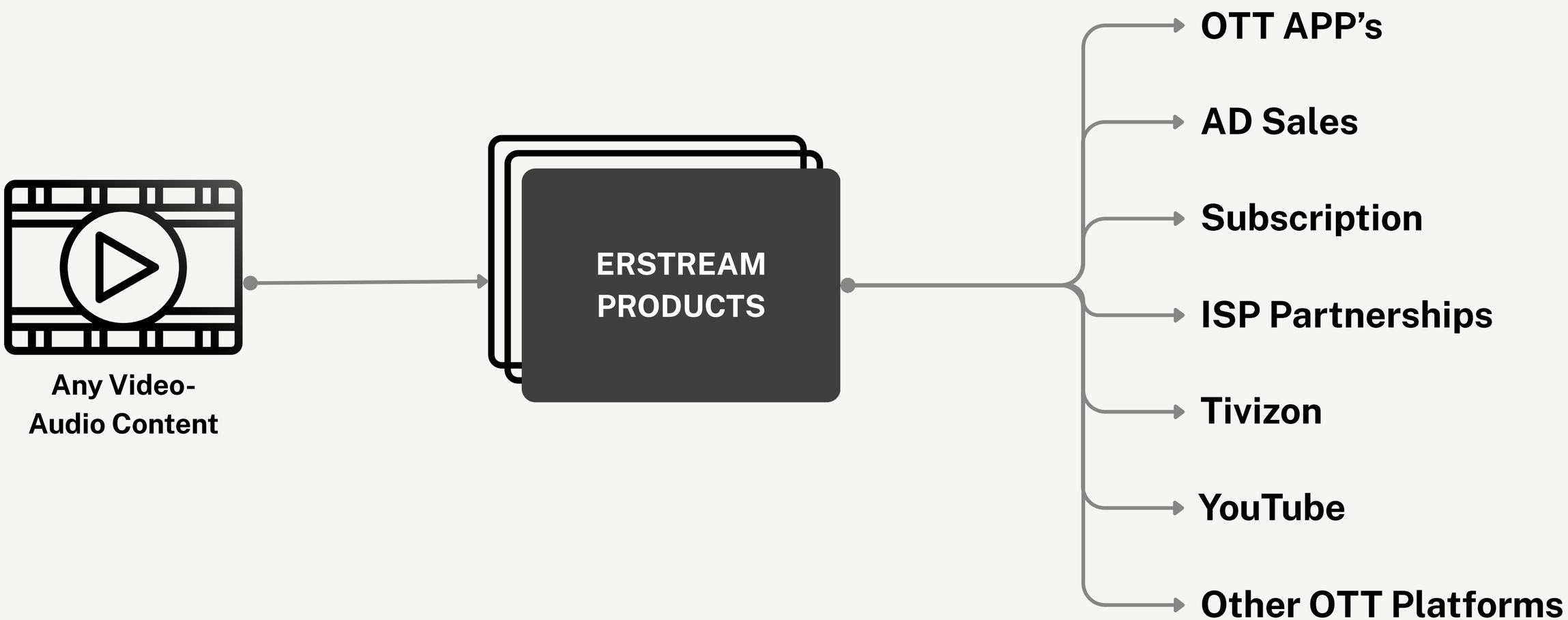
Unlock Precision in Advertising for Maximized Monetization

Elevate Your Ad Campaign Management

- Introduce the related scene and create a record
- Advertisement will be triggered when the recroded scene appears

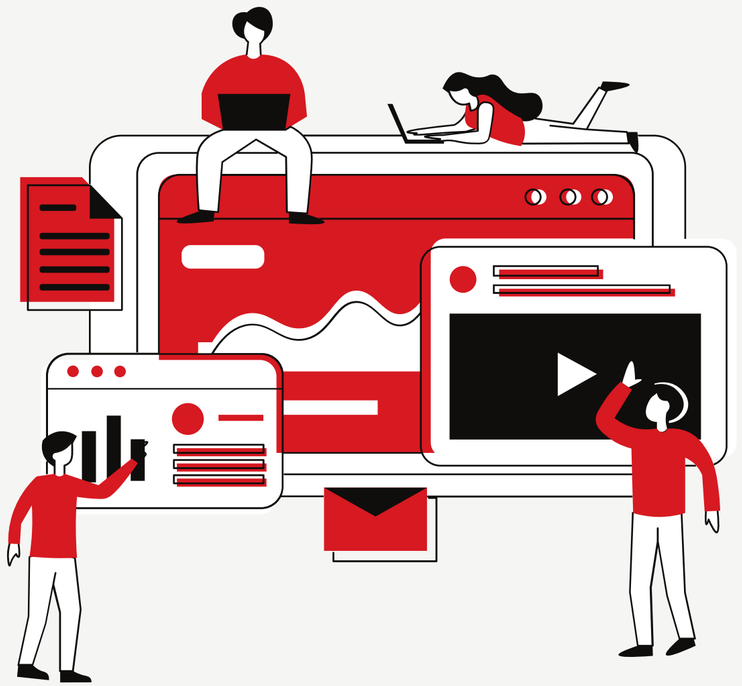


Overview: Turn Your Content into Revenue



Our Strenghts

1. We build deep integrations with broadcasters' ad-tech and subscription platforms.
2. We solve complex technical challenges quickly and proactively.
3. We focus on monetization enablement — helping clients sell ads or gain subscribers.
4. We act as an extension of the client’s team, not just a vendor.
5. We continuously optimize performance, reliability, and delivery scalability.
6. We develope tailored solutions instead of one-size-fits-all products.



Thank you

For your attention

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el poder de dos

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