9 Steps to Run Successful IPTV Business

Step 1: HOW TO START IPTV BUSINESS. Introduction

How to become IPTV provider?

IPTV stands for television transmitted over an Internet Protocol Network. It is an emerging technology that has the potential to change the way we receive home entertainment, obtain training, operate our PCs, or even use our mobile phones. It is being used to supply television services to anything from mobile phone displays and PC monitors to plasma and LCD televisions. But how to start business IPTV and become an IPTV provider?

This why we decided to launch an 8-week boot camp to help you learn everything you need to start your own IPTV business. Setpex can help you set up the necessary infrastructure to successfully enter this competitive market.

What steps required to become IPTV service provider?

The topics covered in this series will comprise all the major components of an IPTV:
**IPTV Middleware**

The Middleware system is the most primary element of the IPTV system. It links all IPTV services with IP set-top boxes and also provides user interface. Our middleware is called **NORA**.
**Media Player**

Media players enable both corporate and individual users to view a variety of video data streams retrieved from the Internet. They can allow users to view and hear a range of media events, including movies and other types of video media. Our Media Player is called Setrix Media Player.

**CDN**

Content Delivery Network (abbr. CDN) is the way the content is delivered to the end user. The ability to deliver requested content will require the development of a content distribution network.

**Applications for Smart TV**

Smart TVs are the latest version of TVs and come with software of their own with installable apps like youtube and netflix. With our system you can publish your own custom branded smart TV app. Smart TVs are one of the fastest-growing streaming platforms for audiences.

**Tablet and Phone Applications**

Tablets and phones have become one of the most used streaming devices in recent times. Consumers can now access all features on the go via these gadgets. They will not need to create an app or go through any such nuisance; Setplex will take care of the app creation and branding.

**Set Top Box (STB)**

The STB set top box is the box that connects the user to the middleware and allows the consumer to watch tv, or Video On Demand (abbr. VOD) etc. Our flagship SP110 is one of the leaders in the market and has many features and its channel zapping speed is the top in the industry.

**Custom Interface**
At Setplex, we customize all parts of the apps and STB interfaces. We will customize the STB interface, iPhone apps, android apps, Smart TV apps. We also tweak all parts of the app like the main menu, catchup, and tv channel list.

**Support and Launch**

Setplex will be there to assist you throughout the whole process of setting up your iptv business. We will assist you with setting up the whole system to get you up and running. We also provide after-care service. Rest assured, any call-outs will be dealt with without any fuss and in the shortest time possible.
Step 2: HOW TO START IPTV BUSINESS. IPTV Middleware

What is IPTV Middleware and Why is it used

With the advent of diversity in IPTV services, a realization came about that developing services by making set-top boxes even more complex was not going to be efficient or feasible, since implementing the software part of the service on a set-top box required updating, maintenance and unsafe mechanisms to update the firmware on set-top boxes. To simplify the process of introduction to new services, controlling them, and implementing services that
would be impossible in the classic television system, a new part called ‘Middleware’ appeared in IPTV.

Middleware is the general term for anything that is meant to aid communication between more than one separate programs or manufacturers. It is the most integral element of the IPTV headend and links the IPTV services with the set top boxes, and also providing the interface. Similar to people who speak different languages needing some kind of translation to communicate with each other, applications that are running different types of software, or functioning on different platforms, inevitably need help in communicating with each other. This is where middleware comes into use.

What are the IPTV Middleware technology?

IPTV Middleware is the software that connects two or more software applications so they can be compatible with each other and then exchange data. It is one of the primary components of an IPTV, since it is Middleware that determines the interface, transmission logic, the control algorithm and all other set of services that the subscribers will be able to avail, It is not possible to build an IPTV solution in the absence of Middleware. There are countless developers on the market, hence each kind of Middleware has its unique features: the devices it is compatible with, the CAS-systems it works with, the video servers supported, the user interface, the billing systems, API, and the cost of technical support, etc.

Examples of IPTV Middleware technologies or features are something like:

- Full management of IPTV Infrastructure
- Business Intelligence: Real-Time Authentication, Billing and Detailed Reporting
- Available for a wide range of set-top-boxes
- Payment Functionality. Streamlined Payments – No complicated billing processes required
- Advanced features: Pause, Rewind, Stop, Fast Forward, Scene Selection, Schedule PPV Content, Pause Live TV, Catch-Up, Timeshift, EPG
How IPTV Middleware works

There are 3 generations of IPTV Middleware clients available as of yet. IPTV Middleware has made it relatively easier for developers to properly implement communication as well as input/output, so they can concentrate on the specific purpose of their application.

- The 1st gen Middleware is IP STB with Web based administration interface.
- 2nd gen is the low-level software which provides Graphical User Interface (abbr. GUI) on the set-top box.
- The 3rd gen of Middleware provides services to applications that are different from those available from the operating system.

Many of the modern middlewares offer the option to cover a large number of devices. So, for instance, for Amino boxes (with Opera browser) and Mag250, HTML with interface will be
Typically, a middleware is not supposed to have any interaction with the video stream, and only provides URLs to set-top boxes in order to watch channels or movies. A middleware also has the function to monitor channels, in order to announce that the channel can’t be watched or to not show a specific channel due to an error.

**NORA**

Setplex’s IPTV middleware is called Nora.

IPTV middleware is straightforward, highly-intuitive and allows you to execute and oversee advancements, services and new features on a request basis.

Start your own IPTV Business.
Step 3: HOW TO START IPTV BUSINESS. Media Player Software

Media Players (Software)

What is the Media Player?

Anyone with a PC and an Internet connection can watch IPTV, including on a television or a laptop screen. Video files (MPEG2, MPEG4, or whatever format they are in) have to be played by a specific software. This is where Media Players come into use.

Media Players receive input from your Internet connection, decode this signal, and then display high-definition picture on your laptop. Instead of using a plethora of servers and control panels to manage just one feature, which would be difficult and time-intensive to service, media players can run all of the above features through a single 1U server. Handled by only one WEB user interface, this server will minimize the time as well as energy required to locate and correct any issues that come up during the process.

What does the Media Player do?

Media players enable both corporate and individual users to view a variety of video data streams retrieved from the Internet. They can allow users to view and hear a range of media events, including movies and other types of video media, directly from the Internet or previously stored as a file on the computer.

Four media players account for the vast majority of PC usage: Microsoft’s Windows Media Player, Apple Computer’s QuickTime, Real Networks’ RealPlayer, and Macromedia’s Flash.
Player. Although the four products possess many similarities, there are also some differences. Concerning similarities, all four products handle both video and audio and are capable of displaying certain types of stored images. The differences between each of the four products have to do more with their functionality, because they basically perform the same types of operations differently.

**How does the Media Player work?**

In an IPTV environment, the media player is required to view video only on a PC. When IPTV enters the home on a DSL or fiber connection, it will primarily flow to a set-top box, which will then distribute the selected channel via a home network to an applicable television located anywhere in the home that has a connection to the home network or to a TV directly connected to the box. Although a media player is not required to view video on a television, as PCs and TVs converge there exists the possibility that the media player will evolve to not only display video on televisions but, in addition, allow many other features, including displaying caller ID information, enabling video conference calls, permitting remote gaming, and supporting to be developed applications that are limited only by one’s imagination.

Most Media Players have built-in support for I-1.264, which provides a significant advance in compression technology over MPEG-2. The 1.264 compression standard was selected for use
in HD-IBMs and enables users to watch video that is crisp, clear, and colorful in a window that is up to four times the size of windows typically used to view video when an MPEG-2 codec is used. As more Internet IID programming becomes available for user access, one can expect that all media players will likely obtain maximum capability and development.

SETRIX ENCODER SETUP TAKES LESS THAN A WEEK!
Step 4: HOW TO START IPTV BUSINESS. Applications of Smart TV

The world is growing at a rapid pace. Many people are adapting smart ways to change the way they operate. As a result, many processes have been updated and now the old techniques are replaced by new, proficient technological methodologies.

The Upgraded Integration of Various Mediums

Back in the day, there was limited number of Smart TVs devices that were manufactured. The reason was that only a handful of people installed a broadband connection for their TV. So, there really wasn’t much awareness. This was also fueled by the concept that ‘we don’t necessarily need an internet connection’ for our TV.

However, things have changed now.

Now, more and more people are getting familiar with the possible advantages of having a customized user-based experience that is built just the way they want. Now you will be able to stream videos through various platforms. If you are a content creator/vlogger/youtube than the added benefit is that you might be able to score local audiences as well.
With many facilities that have flooded the market during recent times, Setplex is a company that provides a distinctive experience through a STB device. Along with that, you can also install the app on Google Play or on Apple Store. This app is specifically designed to alter our user experience. It supports all streaming protocols and is in alignment with major industry standard CODEC.

**You can now ‘Netflix and Chill’ through Setplex. Here’s how:**

Now that Smart TVs are replacing network cables, you can now stream videos on YouTube by installing the app. Not only this, you can also stream videos through the connections provided by the app.

*Welcome to the New Age!*
• The days of switching channels through cables are long gone. With the STB revolution, you will be able to fastly switch all the channels. The STB device runs through NORA Software and has built-in space reserved for USB as well as WiFi.
• The special feature of this app is that after downloading the app, you will be able to access all the features. You don’t have to specially buy the STB device.
• This app comes with parental control locks so need not worry if you have kids around. It is designed to lock all the objectionable content that is deemed inappropriate for children.

Final Thoughts

One Stop for Your Everyday Sit-At-Home Ventures

In the recent times, many innovations are built for our convenience. Keeping this in mind, it would not be bad if the all the mediums of your choice are installed at one place. This will save you a lot of time and bring a lot of ease in your everyday life. If you love to listen to podcasts or you are a FIFA freak then Setplex’s App can be your go-to medium for such adventures. Along with that, if you desire some music for your house party then installing this app will definitely be a better decision.
Step 5: HOW TO START IPTV BUSINESS. Smartphone and Tablet App

Everything You Need to Know About the Setplex’s Smartphone and Tablet App

Majority of the population now possess a smartphone. The demand for these mini computers increased when people started preferring it for daily use. This has led to the culture of using applications that give you similar experience (sometimes even better) to that of a browser. Many companies ranging from entertainment to politics have built their apps. Along with that, people are now heading to a world of systematic integration of similar inventions available at one platform.

*For example: Now with Smart TVs, you can access video content of various mediums from a sea of options.*

There have been a few companies who have worked in the advancement of Internet Protocol Televison (abbr. IPTV) in Smart TVs. Among them, Setplex is a company that gives the feature of an App as well so that you can access your favorite shows anytime you desire. The app is cross platform, which means that it is available to both iPhone and Android users. With your tablets and smartphones, you will be able to instantly stream videos and avoid the hassle of buffering every time. Once installed, it easily syncs to all of your devices.

Benefits of Setplex’s App

The best thing is that it automatically arranges the content according to your preferences. You don’t have to engage yourself in the fuss of ‘selecting’ specific apps.

- Once installed, it instantly syncs to all your devices.
- It gives you the liberty of accessing your favorite TV seasons on the go.
Unlike conventional apps, you have a variety of platforms to choose from.
Be it a tablet or your smartphone, you will experience the best quality HD Picture.
With this app, you will be able to view the content before it is downloaded.
The content is easily searchable.
You will be able to get all that is available as long as you have an internet connection.

*Your ‘user experience’ just graduated to a whole new level!*

- You will be less dependent on the capacity of the feed to in order to know what is available. The Setplex smartphone provides a huge list of content.
- With this app, you will be able to see live TV and anything as it happens. This will save you from separately switching to Google for latest updates.

Moreover, if you love to listen to podcasts or if you are a fan of radio shows, you can listen to them in one place. The beauty of integrated systems is that it allows you to experience multiple things via single medium.

**Final Thoughts**

**The content of your choice!**

The use of IPTV systems is now becoming a trend because now people are able to see and save the content they love the most. With network cables, we don’t have that kind of luxury because these cables have limited bandwidth for users. This gives the added benefit of viewing the content literally during any time of any day.
Step 6: HOW TO START IPTV BUSINESS. IPTV Set Top Box

The Revolutionary IPTV Set Top Box (STB)

During the recent years, a considerate amount of people are now switching to the Internet Protocol Television (abbr. IPTV) instead of using conventional network cables. The internet has not only revolutionized and shriveled the global village within a thumb’s reach; it has also escalated and gave a unique mode to the way we see our TV.

What is set top box? and How IPTV box works?

*Set Top Box (abbr. STB)*

A Set Top Box (STB acronym) is often part of the content delivery system for internet television. These boxes typically plug into a consumer’s existing television, turning the television into a media entertainment center where you can access live television along with radio, on demand movies, catch up television and content from apps and websites.

- One of devices that has created rapid change is High Definition Set Top Box (STB). It is manufactured by a company, known as Setplex that is providing end to end solution in the field of internet protocol TV. We have our own STB and along with that, we have also joined hands with other STB companies like Dune HD, Amino, Airties, and Infomir.
- In addition to that, we also provide services to any custom made android boxes that possess an open API that can conveniently merge with our company’s middleware.
Moreover, SP-110 is our leading software in the market that provides topnotch visual experience. The main benefit is the fast switching of channels as compared to the network cables.

Let’s have a look at some of the fabulous features of this device.

**Seplex’s STB Specifications**

- This STB Set Top Box acts as software glue and allows the user to view the same TV with an enhanced experience. Not only this, the Video on Demand feature has allowed many people to switch from cable TV Networks.
- The bedroom chip of STB device contains Wi-Fi and USB options. Now, whatever you require is gathered all in one place. It is right about time to go wireless and head to the unlimited bandwidth of an STB device.
- With this device, you can now access Live TV.
- Along with that, there is a vast list of the platforms from where you can stream videos.
- This technology will help you get an abundance of services via a single device.

**The Amazing World of SP-110 Set Top Box**

- The SP-110 is in alignment with the regular CODEC as well as the top-notch streaming protocol. Now you will be able to view supreme picture results because of the Standart Defenition and High Defenition (SD/HD encoder) encoding software.
- It works on NORA, which is a self-hosted middleware. It sufficiently works on any given IP based network to deliver various IPTV interactive services. Furthermore, it comes with a web-based administration interface and this help in the customizing the distinctive demands of every consumer.
- With that, you will be able to see the events happening all around the world. That too, based on your personalized preferences.
- Unlike limited range of network cables, you will be able to gather unlimited hours of High Definition content.
- The SP-110 comes equipped with parental control options and this allows you to lock all inappropriate content.
Final Thoughts

Now, many companies are providing broadband TVs devices that work solely on an internet connection. So, as long as you have Wi-Fi, you are connected to a huge list of video content. This revolutionary device will be able to alter the way you operate your Smart TV.

For more information and frequently asked questions, visit SETPLEX.COM
Step 7. Content Delivery Network: What is CDN and How does CDN work

What are CDNs:

Content Delivery Network (abbr. CDN) is the way the content is delivered to the end user. The ability to deliver requested content will require the development of a content distribution network.

How CDNs work:

When an internet browser requests a resource, the initial step is the DNS request. The browser then provides the domain name and waits to receive an IP address in return. With the IP address, the browser can contact the server directly. A domain name can have a single IP address; or alternatively in the case of larger applications, the domain name can have multiple IP addresses. Physicality is what determines how quickly one system can contact another over physical connections, therefore accessing a server in China from a PC in US will take more time than trying to access a U.S. server from inside the country. To improve the experience for the user as well as to lower the transmission costs by a substantial amount; large corporations usually set up servers with copies of data in specific and strategically planned geographic locations all across the globe. The server closest to the website responds to the request by the user. The content delivery network’s purpose is to copy the pages of the website to a network of servers that are spread over a wide range of different locations, caching the contents of the page. When the user asks for a webpage that is part of a content delivery network, the content
delivery network will direct the request from the original website’s server to the nearest server in the CDN and then deliver the cached content. CDNs also do the job of communicating with the original server to deliver any content that has not been formerly cached. The whole process of echoing throughout CDNs is almost transparent to the user.

The purpose of CDNs

In the absence of a CDN, the servers have to respond to each and every single end user request. This leads to a fair amount of traffic to the original website and the subsequent load, hence increasing the chances for original’s failure if the traffic is too high or if the load continues to be persistent. By immediately responding to the user’s request, content delivery networks offload traffic from the content servers and helps improve the overall web experience, hence putting the end users and the content provider at an advantage. As more and more businesses choose to go online, and the world begins to shop on the Internet, content providers face a progressively increasing range of challenges such as the delivery of content, device detection, and making sure to secure data and the presence of their users.

CDNs have hence been forming the backbone of the virtual world by delivering online content for all kinds of businesses. Bottom line is, if you’ve ever done anything online, you will have made use of and benefited from a CDN.

For more information, visit SETPLEX.COM
Step 8: HOW TO START IPTV BUSINESS. Custom Interface

Custom Interface

If you are an aspirant of the IPTV business and you are looking for someone who could help you with it, then look no further because now you’ve got Setplex at your side.

Setplex is a committed IPTV solutions provider with experience spanning several years.

Superior customers experience is the key to take your business to profitable heights, and this is why we are striving hard every day to create innovations that could lead us towards satisfaction, not only for ourselves but also for the IPTV savvy customers.

To provide just that, we have all the requisite tools to provide you with an IPTV user interface that speaks volumes of its attractiveness and the ease with which it can be operated.

Before we can plunge into our services regarding customization, first, we should acknowledge you about the need of customizing the interface to your liking.
Your brand is introduced through the interface

The IPTV is the future of the television experience. Knowing this, each day more and more telecommunication experts are converging on this technology. This is because it bears benefits both for the businesses and the customers.

To channel those benefits perfectly, you need an interface that shows your brand. Every customer lurks for uniqueness, and you can stand out among the rest if your interface shows what you are.

Through artistic customization, your brand can easily make its way into the homes of the customers.

Customization does not only mean to change the interface for yourself, but it also means to change it for a better user experience. For convenience that would bring you brand loyalties.

As mentioned before, we at Setplex let you the freedom of shining your way through the interface which we customize for you according to your colors and needs.

1) We customize all parts of the STB interface

STB interface is something which needs attention. We know this by observing the growing demands in the industry.

Whether it is the Main Menu, the Channel List, or any other part of the interface, we can change it to your liking.
Through our services, you can change the look of the Main Menu, background colors, icons and etc.

2) We also customize all parts of the Apps

The applications that are available for the Android, as well as iPhone and Smart TV, are also customizable. These Apps offer great exposure of your service to the customers as now people are becoming increasingly engaged in viewing the IPTV system through the devices that can run Android or iOS.

Having stated this, let us see how we do it.

Main Menu

The main menus are changed according to your liking. This includes your logo, the background color, tv icon, on demand icon, catch up icon, YouTube, games, EPG and settings/speed test.

Video On Demand

The video on demand interface can be tweaked by changing the logo design, overall colors, trailer placements, cover placement and the information of the video.

Notifications

We can customize the way you can communicate with your customers through notifications. You will be able to control all the messages and also filter these messages according to the packages, names, dates, and subscriber types.

Through these customizations, you will be able to reap full benefits out of your IPTV business.
CUSTOMIZING YOUR CUSTOMER EXPERIENCE

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Main Menu</td>
<td>Customize all parts of the main menu such as background, icons and etc.</td>
</tr>
<tr>
<td>Live TV</td>
<td>Live TV has the info bar where you can customize the placement, colors and logo.</td>
</tr>
<tr>
<td>TV Channel List</td>
<td>Customize what the channel list will show (information, categories, size &amp; colors).</td>
</tr>
<tr>
<td>On Demand</td>
<td>Customize the background, colors, the way movie cover is displayed and much more.</td>
</tr>
<tr>
<td>Radio</td>
<td>Customize the order of radios, the background and colors to be used in the radio section</td>
</tr>
<tr>
<td>Catchup</td>
<td>Customize the color of tabs, logo placement, hourly configuration.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Customize the YouTube interface such as placement of results and background.</td>
</tr>
<tr>
<td>Games</td>
<td>Customize the feel and look of games available in the NORA Middleware.</td>
</tr>
<tr>
<td>EPG</td>
<td>Customize the colors of EPG tabs and background interface.</td>
</tr>
<tr>
<td>Settings / Speed Test</td>
<td>Customize the speed test meter, text and background.</td>
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FREE DESIGN CONCEPT FOR YOUR INTERFACE

Our creative team will sketch up a free design concept to match your branding.
Step 9: HOW TO START IPTV BUSINESS. IPTV Support and Launch

Setplex strives to provide you with the customizable interface Turnkey Solution for your OTT/IPTV Business. So, if you have already chosen us for boost launching your business, and even if you are new to us, we would like to you to know that we are here to help you not with just the launch, but also support you through the process and beyond.

Our support systems are up to date and totally reliable. We have evolved through the provision of services to our clients and thus know everything that is required to manage and maintain your system through simple tactics. These tactics or strategies do not only work, but they provide an everlasting impact.

We guide you through the configuration

Our foremost priority is our customers. We cannot let them down in any state. Thus, if you are setting up an IPTV system, we can help you with the configuration.

Whether you are setting up IPTV applications which are available on different platforms such as Android, iOS, and Smart TV, or the STB interface, we are here to guide you through the steps by involving you in everything so that the final product comes out just the way you have always wanted it to be.

We help you in moving beyond
After setting you uprightly in your business, we help you in moving on further. While others might not provide you with this, we make sure that our product runs smoothly even after the provision of the service. This way, not only you get perfect integration of our products into your system, but also get a satisfaction for the days to come.

**This satisfaction is granted to you through:**

- **Our Aftercare Service**

We have a pool of engineers which are ready to answer your queries. We can dispatch them 24/7 to eliminate any problem that is corrupting the transmission.

These engineers that we have employed have sophisticated instruments with them through which they can find the fault in no time.

- **Real-Time Analysis**

We monitor the services that we have provided to you. Not just this, we also employ real-time notification service that can notify you of any potentially harmful event. This analysis could be of audio/video checkups that are leaving through the gateway, or any high-bit error rates of the inputs among other things.

Thus, while you are busy increasing your profits, we are here to provide you the with the necessary feedback that could be of use to you.

- **Fault Management System**

Through the fault management system that is present in the Setplex, you can easily identify and get rid of any faults that are prevailing without even letting your customers know. This is important if you want to make your service provisions seamless.

The fault management system can be accessed right from the dashboard of the Setplex. It offers a manipulative and a very easy way to let you reduce customer repelling.

To sum up everything, Setplex is the one and only turnkey solution providers that know the importance of not just helping you run, but also of assisting you in the future.
STILL THINKING ABOUT STARTING YOUR IPTV BUSINESS?

GET FREE CONSULTATION.

YOU CAN CONTACT US THROUGH EMAIL, PHONE OR INQUIRY FORM.

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