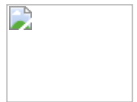


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BIGFlix.com launches media technology platform to enhance video ads

FILM REVIEW



Story By: **Businessofcinema.com Team** updated on: **13/02/09**

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MUMBAI: BIGFlix.com has launched its media technology platform "Media Player version 4.2.4" developed in-house for its video-on-demand website www.broadband.bigflix.com.

This media player is launched with an objective to enhance the video streaming capabilities for advertisements and other online content on the website.

Until recently BIGFlix.com was using Jivox and Vidopia technology for its online video advertising and aggregation platform. The player further supports both pseudo-streaming as well real time streaming protocol. Depending on the source the player is capable to be configured. BIGFlix.com player will support "Overlay Ads" along with pre, mid and post rolls.

Considering that there are different bandwidth speeds in different geographies, the BIGFlix.com video player is designed to adjust the "buffering" based on the speed at which a user can play-back the video. This is technology feature is very innovative and will help viewing of video in Indian Market like never before.

BIGFlix.com chief technology officer Sanjeev Singhal said, "The Media Player Version 4.2.4 will be a very important addition to our already existing robust technology infrastructure and will set an impetus to introduce newer technology innovations developing our own core competency in this space. The BIGFlix Video Player has been a result of our constant endeavour to provide best user experience while playback of video. The capabilities built into our player not only includes playback of FLV, but supports MPEG4 with H.264 thus making it quality of video the best-in-class. Further, the design and management of advertisement integrations is done such that it becomes very simple and easy to configure the ad-spots for different length of content."

BIGFlix.com business head Video-on-Demand Murtuza Kagalwala added, "This technology will enhance our user base as well as our clientele base advertising on our website ensuring good...

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