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BigFlix.com launches its own Media Player

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Televisionpoint.com Correspondent | Mumbai

BigFlix.com, an online DVD rental firm owned by the Anil Dhirubhai Ambani Group (ADAG), has launched its own media technology platform called Media Player version 4.2.4, which is developed in-house for its video-on-demand website. The media player was launched with an objective to enhance the video streaming capabilities for advertisements and other online content on the website.

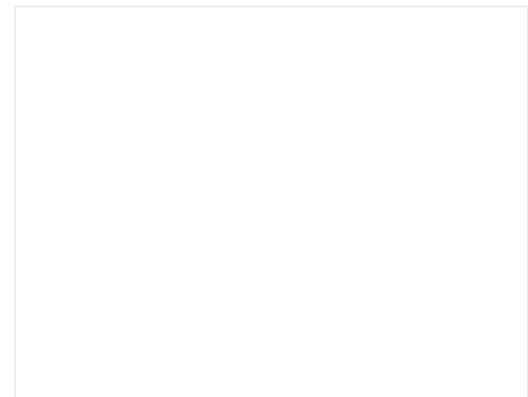
Until recently BigFlix.com was using Jivox and Vidopia technology for its online video advertising and aggregation platform. The player further supports both pseudo-streaming as well real time streaming protocol.

Sanjeev Singhal, chief technology officer, BigFlix.com, said, "Our video player has been a result of our 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."

Murtuza Kagalwala, business head, video-on-demand, BigFlix.com, said, "We are confident that the Media Player technology will be a unique and effective alternative to traditional pre- and post-roll video advertising which will enhance viewer experience and generate higher rates of engagement with our website."

Explaining the importance of an dedicated video player, Murtuza says, "At BigFlix.com, we get millions of video streams every month with an average time spent of about 60 minutes by an average visitor on the website, and with our Media Player we expect our advertising clientele base to increase significantly and enhance user experience like never before."

BigFlix.com is also planning to share its Media Player technology with other group companies in Reliance Big Entertainment enhancing user rich experience at their end as well.



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