

Delivering the New Edition of Poland's First OTT Fitness Platform



Executive Summary

[Insys Video Technologies](#) delivered a whitelabel OTT solution, to support the growth of the Polish on-demand fitness platform, [BeActiveTV](#). The works included a complete visual overhaul of the portal, improvements to the UX, as well as the scalable implementation that already supports BeActiveTV's further growth of its online video business.

The Origins of BeActiveTV

BeBio was founded by Ewa Chodakowska – Poland's most well-known trainer and fitness pioneer - and CEO Eleftherios Kavoukis. Its mission was - and still is - to create products and services that encourage individuals to implement positive changes to their lifestyle through physical activity. BeActiveTV, first fitness on-demand platform in Poland, are perfect examples of how BeBio's mission translates into reality.

The BeActiveTV Challenge

As pioneers within the OTT fitness market in Poland, BeActiveTV has experienced consistent growth since its launch in 2017. As the number of online users grew, BeActiveTV wanted to improve the platform and provide consumers with new, engaging ways to interact with the service. Upon careful analysis of customer feedback, BeActiveTV was determined to respond to users' suggestions and requirements and began its search for a technological partner, who would be able to deliver desired results. The company needed a solution that offered an improved user experience but could also handle a high volume of traffic in a cloud-based environment.

Insys Sport

The new platform was based on the Insys Sport system, a white-label solution created with the needs of personal trainers, sports clubs, leagues, sports federations and companies, as well as national or international sports associations and sports broadcasters at its core. Insys Sport enabled BeActiveTV to launch the service quickly and cost-effectively while delivering a premium video content experience.

About BeActiveTV



BeActiveTV launched in 2017 and is the first on-demand fitness platform in Poland.

Since its launch, BeActiveTV has seen consistent growth in the number of new users who work towards improving their fitness online.

BeActiveTV creates user value by promoting positive lifestyle changes achieved through physical activity.

The new edition of the platform features:

- **The ability to curate content.**
- **The introduction of an advanced search engine.**
- **The option to promote content as well as advanced recommendations.**



Insys Sport can adapt easily to BeActiveTV's requirements and user requests, meaning BeActiveTV could focus on its most important modules and features rather than being tied to a fixed solution. Insys not only acted as a technology provider but also as a partner responsible for the development, maintenance, and support of the new application.

Cloud-based scalability

It was extremely important that the service designed for BeActiveTV could scale quickly as demand from users fluctuates. Integration with AWS Media Services means that BeActiveTV is now able to eliminate capacity planning, easily scale with growth, and benefit from pay-as-you-go pricing.

BeActiveTV uses [AWS Elemental Link](#) encoding devices which offer a configuration-free, cost-efficient way to securely and reliably transfer video to [AWS Elemental MediaLive](#) for delivery to viewers

Thanks to [AWS Elemental MediaPackage](#) video is reliably prepared and protected for delivery via the Internet. The service uses [Amazon CloudFront](#) to deliver fitness videos to the company's website, as well as to Android and iOS mobile devices and Android TV devices.

The Platform Transformation

BeActiveTV has undergone a complete transformation, with a refreshed look that makes navigating the platform easy and facilitates better user engagement. The new edition also offers users more control over the viewing experience, with multiple features designed to enhance their experience, including graphics and video banners.

BeActiveTV now offers the ability to add selected content to favourites and continue watching it later from the moment the video was paused. This means users can stop a workout to respond to interruptions and pick it up right where they left. It also creates more autonomy within the platform, so users may upbreak their viewing into shorter sessions to fit a busy lifestyle. The introduction of an advanced search engine means that users can make more targeted searches, locating exactly what they are looking for and tailoring their workout to suit their needs.



BeActiveTV also provides the ability to promote content using dedicated lists, as well as an advanced recommendation system that works based on a form filled in by the user. This means that as the consumers' tastes and preferences shift and their fitness changes: the platform adapts to them in real-time. The new edition is capable of recommending more challenging workouts as fitness levels improve, or propose a more relaxed approach if users are recovering from an injury or have gone through a break from the platform.

Krzysztof Bartkowski, CEO at Insys Video Technologies explains, "BeActiveTV now provides users with a new experience that will make the service even more intuitive. The recommendation mechanism adjusts the content to the user. Depending on the age, gender, or goal that the user wants to achieve, the website will match the challenges and training to a specific profile."

Eleftherios Kavoukis, CEO of BeBio commented, "BeActiveTV enables online exercises during challenges, training sessions, and live events conducted by our trainers, but it is also a source of motivation and an educational base. We know how important it is to do the exercises correctly and achieve the desired results, so we have created a new educational section called "Do It Right". The materials collected there show how to properly perform individual exercises".

These new features of BeActiveTV will provide the foundation for further growth in years to come, attract new users and increase their engagement and overall satisfaction.

About Insys Video Technologies

Insys Video Technologies is one of the fastest-developing video integration companies in Europe, offering comprehensive implementation of OTT projects. Since 2006, Insys VT has implemented online video projects for satellite providers, telecommunications operators, television broadcasters, and motion picture distributors - www.insysvideotechnologies.com

