

# Estonia's Largest Media Group Launches OTT with Insys and AWS



## Executive Summary

As the largest media group in the Baltic region, [Postimees Group](#) was keen to deliver easy to use, intuitive and quality video service platform. The main reason was to address their existing customers and reach out to new users. It was important to offer a wide variety of local and foreign content to engage with the large audience.

[Apollo TV](#) provides users with access to over 50 live TV channels, best local movies, and series but also Hollywood blockbusters through the VOD zone. Clients have the possibility to use catch-up for 14 days, pause, rewind, and continue watching their favourite shows whenever and wherever they want. What makes their platform even more unique is habit-based content recommendations which make choosing your favourites easier. Apollo TV is right now available in three languages: English, Estonian, Russian and soon in Lithuanian and Latvian.

## Defining and Delivering the Technology Stack

Postimees Group worked with [Insys Video Technologies](#) for the entire implementation period. We began by defining the infrastructure, technology, and hardware required to launch Apollo TV before delivering the entire technology stack. Furthermore, Insys provided maintenance and support to Postimees throughout the implementation project and also beyond that.

Insys Video Technologies designed and launched an environment based on AWS cloud components. Apollo TV is available across various platforms, including web browsers, mobile devices, Android TV Smart TVs, as well as Samsung and LG Smart TVs. Alternatively, customers can purchase a dedicated set-top box from [SDMC](#).

## About Postimees Group



Postimees Group is the leading media group in the Baltic region, operating in Estonia, Latvia, and Lithuania.

Postimees Group creates print and online media content, produces television and radio programming, operates e-commerce and classifieds portals, as well as providing direct mail, publishing, and printing services.

Postimees Group is the only group in the Estonian media landscape that has delivered content for printed newspapers, online, radio, and television.

## **InsysGO Enables a Quick Launch**

Apollo TV has been implemented and deployed using [InsysGO](#), a complete and modern OTT solution. It enabled them to quickly launch a customized video service. We enabled broadcasters and operators to launch across multiple devices, with a branded look and feel. It supports both live and Video on Demand and easily integrates with other solutions.

For Apollo TV, this included integration with the major multi DRM systems, Google Widevine, Apple FairPlay, Microsoft PlayReady. Keeping Apollo TV's video content secure and ensuring it is only accessible to subscribers.

Thanks to various business models in InsysGO, Postimees Group is able to monetize its content through a range of different models, including pay-per-view, ads, and enabling sales through apps. It also offers Try&Buy, with the possibility for users to try out the service for 30 days free before subscribing. Apollo TV is also integrated with the parcel locker system from Estonia's national postal service provider, Omniva. Users are able to purchase a set-top box through the web and have it delivered either directly or using the parcel locker system.

## **Maximizing a Cloud Infrastructure**

Being based on an Amazon Web Services (AWS) cloud environment means that Insys Video Technologies could quickly launch Apollo TV for Postimees Group. At the same time, Postimees can easily scale the service as it grows. Insys has integrated Apollo TV with a number of [AWS Media Services](#). This includes [AWS Lambda](#), a serverless compute service that lets you run code without provisioning or managing servers, creating workload-aware cluster scaling logic, maintaining event integrations, or managing runtimes.

Video content is processed and prepared for distribution using [AWS Elemental MediaConvert](#), a file-based video transcoding service with broadcast-grade features. It allows Postimees to easily create video-on-demand (VOD) content for multiscreen delivery at scale.

Postimees is able to store its entire content library in [Amazon S3](#), an object storage service that offers industry-leading scalability, data availability, security, and performance. It provides easy-to-use management features and instant access to the entire library.

## A Successful Launch

Apollo TV was launched fast, giving viewers access to a huge range of compelling content. It is currently available in Estonia with an ambition to expand to all Baltic countries. Users can access the service via web browsers, mobile devices, Android and iOS systems, Android TV, LG and Samsung TV app and Chromecast.

Martin Havik, Chief technology officer of Apollo TV, commented: “With the launch of Apollo TV, we are keen to deliver an engaging service for our existing customers, as well as appealing to new audiences. The combination of expert guidance from the Insys team together with the flexibility and ease-of-use of InsysGo enabled us to quickly launch a service to multiple platforms. At the same time, we were able to deliver a modern content-centric interface and a number of innovative features to keep our viewers happy.”

## 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](http://www.insysvideotechnologies.com)

