Leading Israeli Broadcaster Reshet13 Selects Kaltura to Power D2C Streaming Service

February 9, 2021

Seamless migration of the D2C service of one of Israel's largest TV companies to Kaltura technology was completed in only six weeks

Kaltura, the video experience cloud, announces being selected by major Israeli commercial broadcaster Reshet 13 to upgrade its direct-to-consumer video service. Reshet 13 (broadcasting on Channel 13) is one of Israel's leading commercial television channels. It offers a wide range of entertainment via its digital platform, and will benefit from Kaltura's advanced video technology, along with hosting on Amazon Web Services (AWS).

After evaluating alternative providers, Reshet 13 chose Kaltura to replace its existing online video platform. Kaltura carried out the technology migration and implemented its platform for Reshet 13 including bespoke player plug-ins for client-side dynamic ad insertion (DAI), integration with Google Ad Manager, alongside analytics and audience measurement capability. The solution includes an integration with AWS for delivery of live linear channels and CloudFront CDN.

Reshet 13 is benefitting from fast deployment by Kaltura; the migration went live at the end of September 2020 just six weeks after contract. As part of the large, ambitious project, Kaltura seamlessly migrated over 170,000 content assets to the new platform.

A key objective for Reshet 13 was timely delivery in order to support the live broadcasts of its flagship annual Big Brother show. Reshet 13 provides a premium Big Brother Channel which broadcasts for several months each year. Kaltura developed a bespoke solution which enabled Reshet 13 to monetize the web livestreaming of its Big Brother 2020 service through personalized, client-side ads.

With a reach of almost six million viewers, Reshet 13 is one of the fastest growing broadcasters in Israel with 15% year-on-year ratings growth. Reshet 13 also has the youngest TV audience of all main commercial broadcasters in the country.

Reshet 13, available terrestrially as well as via cable, satellite and mobile, airs its popular TV programming, including Big Brother – Israel, Survivor – Israel, and other quality Israeli-produced content, as linear TV and VOD. Like many broadcasters internationally, Reshet 13 offers a D2C online service to expand reach and engagement with its viewers beyond the traditional broadcast value chain. The service is distributed online, to mobile devices and smart TVs.

"Viewing audiences today have very high expectations of video service quality, and we need to be ready to meet these requirements as they grow and evolve," said Gal Goren, Chief Digital Officer at Reshet 13. "Now, thanks to Kaltura, we have a flexible, future-ready video platform which will leverage the efficiencies enabled by cloud technology at scale."

"We very much appreciate that Kaltura delivered this big project so rapidly, and with no disruption for our viewers," she added.

"We are honored that Reshet 13 chose Kaltura to power its direct-to-consumer service, and is using our advanced video technology to stream some of Israel's most popular TV shows," said Nuno Sanches, Kaltura General Manager, Media and Telecom. "With its new advanced advertising technology and better understanding of viewership made possible through audience measurement and analytics, Reshet 13 has the opportunity to explore new commercial possibilities, get a greater understanding of content assets' value and realize enhanced monetization," he added.

About Reshet 13

Privately-owned Reshet 13 is one of Israel's biggest commercial broadcast channels. Reshet was first established in 1993, as a commercial TV broadcaster co-operating Channel 2. In 2017, Reshet was granted a license to broadcast on Channel 13, and newly branded "Reshet 13" began its 24/7 service. In 2019, Reshet 13 merged with Channel 10 including its news production subsidiary. Reshet 13 produces original news via its "News 13" subsidiary and broadcasts popular content brands, including localized versions of internationally renowned franchises such as Survivor, Big Brother, Game of Chefs and X Factor. With a rich history in production, the channel has created numerous award-winning original drama series including *Hostages*, Winner of the Golden Nymph Award for Best International TV Drama Series at the Monte Carlo Television Festival 2014 and the Golden Umbrella Award for Best Crime Series at Mediamixx Festival 2017. *Hostages* and fellow original drama *Mossad 101* have sold internationally including Netflix. Original sitcom *Nevsu* won Best Comedy Series in the 2018 International Emmy Awards. https://13tv.co.il/

About Kaltura

Kaltura's mission is to power any video experience for any organization. Kaltura is the video experience cloud, powering communication, collaboration, learning and entertainment. Kaltura's products are used by over 1,000 global enterprises, media companies, service providers and educational institutions, engaging more than a hundred million viewers at home, at work, and at school. Kaltura's Media and Telecom business unit helps telcos and content owners make the transition to a full-fledged Cloud TV service that satisfies the exacting demands of today's TV viewers. The Kaltura TV Platform features personalized multi-screen access to linear, VOD and time-shifted TV as well as third-party content. It combines advanced monetization options with the ability to scale to millions of viewers anywhere in the world. The adaptability and agility of the Kaltura TV Platform means that companies can experiment with new products and features, analyze performance, and react quickly to changes in viewing behavior in order to

optimize engagement and better achieve business goals. For more information visit www.kaltura.com.

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