

## EDGEWARE LAUNCHES STREAMBUILDER CONTENT PROCESSING PLATFORM FOR NEXT-GEN ONLINE TV

**With proven and unique segmentation, packaging and channel creation capabilities, StreamBuilder's technology helps build online regionalized channels in a cost-efficient manner**

*Stockholm, Sweden – June 2, 2020* – [Edgeware](#) today announces the launch of StreamBuilder, which provides broadcasters, content owners and distributors (including telco and cable TV providers) with advanced technology to create next-generation online TV. The platform is already deployed in several of Edgeware's customer networks and is recently also integrated with a large managed services partner serving a global OTT provider. With functionalities such as segmentation, recording and packaging, StreamBuilder also offers highly valuable cloud-based channel regionalization and multi-screen subtitling.

Central in StreamBuilder's technology is unique segmentation and synchronization capabilities, which are important prerequisites for high-quality streaming. With advanced features such as synchronized redundant video streams, StreamBuilder can eliminate drift caused by poorly encoded inputs, resolve glitches when doing fail-over between encoders and correct content bleed between ad and content segments.

StreamBuilder and its solution for [regionalized online channels and ads](#), Virtual Channel Creation, enables broadcasters and content owners to attract viewers and advertisers by increasing reach and adding relevance to their content and service offerings. With Edgeware's technology, users can avoid the additional encoder and storage costs that are typically required when adding new channels. StreamBuilder also includes a [multi-device subtitling](#) functionality, which enables easy image to text-based subtitling for online TV.

"As more broadcasters and content providers move content distribution to the IP domain, the need for broadcast technology to merge with distribution technology is increasing, particularly in a way which overcomes inherent complexities and costs," said Andy Hooper, VP & Commercial Lead, origin products at Edgeware. "StreamBuilder empowers users to create online TV channels that are fit for the future by adding revenue, responding to advertisers' aims and viewers' demands and ultimately, improving quality of service (QoS)."

All StreamBuilder technology is offered as a managed service option in Edgeware Cloud Service or a software option for cloud-agnostic, data centre or on-prem deployment.

Find out how StreamBuilder can help you deliver the next generation of online TV by booking a virtual demo with Edgeware's team of experts. Register your interest [here](#).

Read more about the capabilities of StreamBuilder [here](#) and how it can help create regionalized channels without adding encoder and storage needs in this [tech blog](#).

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**About Edgeware**

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Edgeware supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgeware's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgeware has more than 200 customers and is headquartered in Stockholm, Sweden, with staff across Europe, Asia and the Americas. For more information, please visit [www.edgeware.tv](http://www.edgeware.tv)

**Image Attachments**

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[Edgeware StreamBuilder](#)

**Attachments**

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[Edgeware launches StreamBuilder content processing platform for next-gen online TV](#)