

# GodwinOTT: your channels, on your own domain

What GodwinOTT is, who it suits, and what you and your viewers get from it.

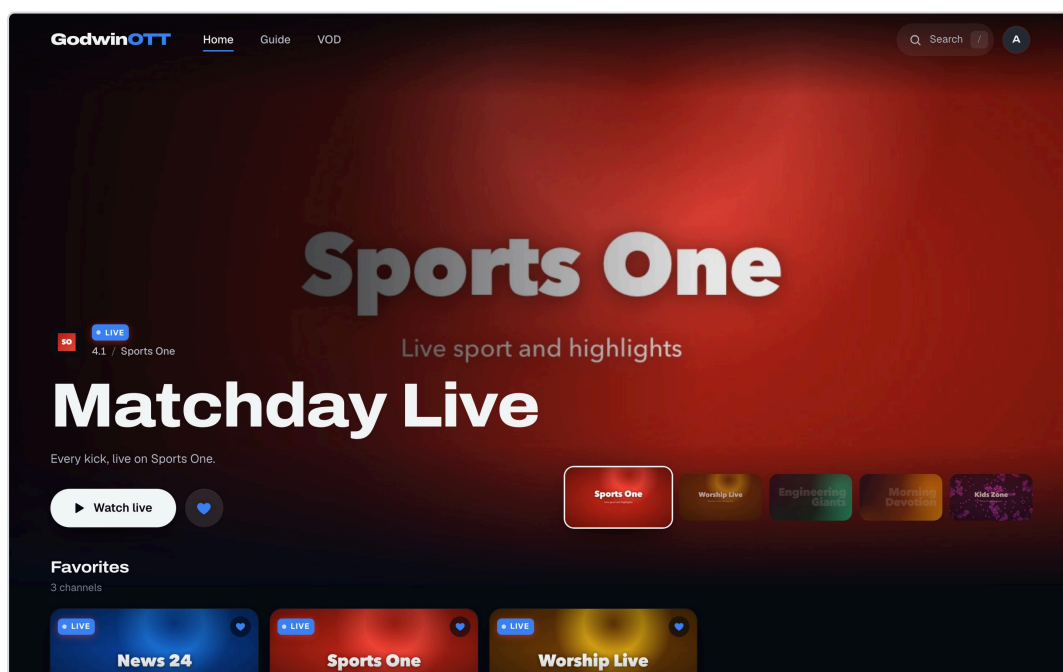
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## What it is

GodwinOTT is a live TV service you put under your own name. Your viewers open a website at your domain, see every channel you carry with a live picture on each card, look at a programme guide, and press play. Alongside the live channels there are on demand shows, short vertical clips and audio. It works in a web browser on a computer, a phone or a tablet, and a viewer can add it to a phone's home screen like an app.

Behind it sits an admin area where your team decides what is on, what is featured, who can watch what, and how many people watched. If you want to charge for some channels, it takes payment through your own Stripe or Razorpay account. If you want a passed on link to stop working, it can lock streams so only the viewers you allow can play them.

We built it for a broadcaster with 51 live channels, which is the first deployment and the one running today. Everything in this document describes what exists now. Where something is not built, we say so.



Home opens on your featured programmes, then the viewer's favourites and every channel that is live now (demo channels shown).

## Who it is for

Any organisation that already has live channels, or a library it wants to turn into channels, and wants to reach viewers on the web under its own name. A regional network, a church with a service channel and daily programmes, a broadcaster serving people abroad, a school, a sports league that sells access, an operator building 24 hour channels from shows it already owns. The use cases document takes each in turn, with what each would still need.

It suits you less well if your viewers mostly watch on a living room TV through Roku, Fire TV or Apple TV. There are no apps for those yet.

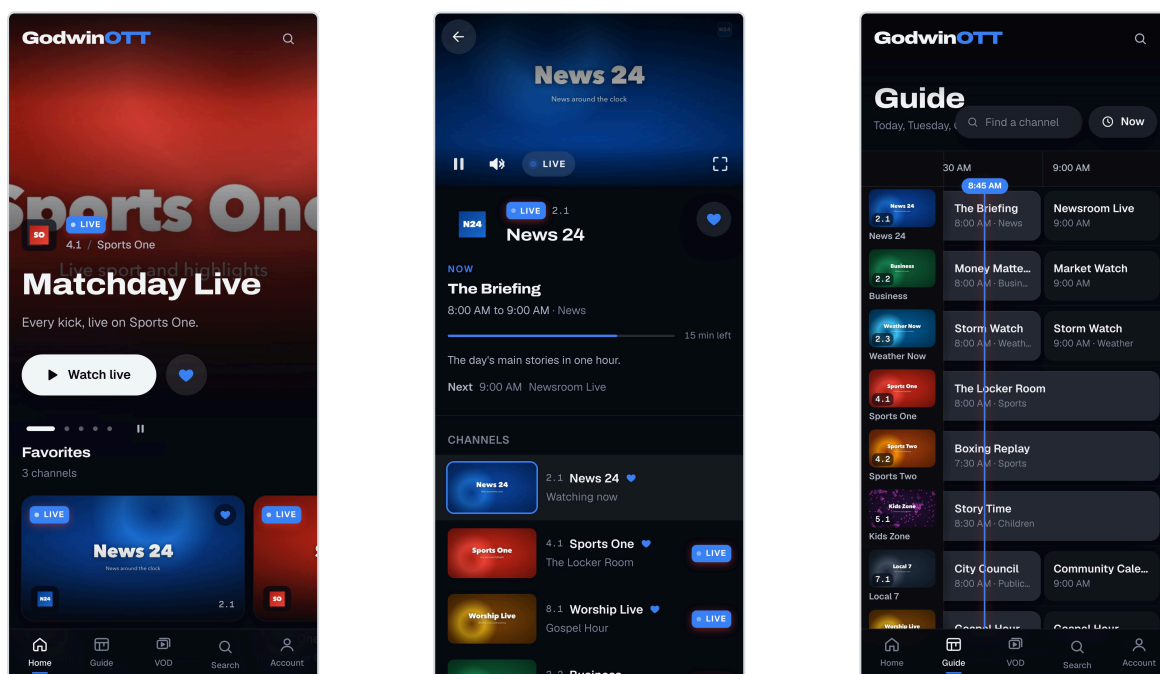
## What a viewer gets

A viewer arrives at a front page with a slowly drifting wall of your channel tiles, and signs up or signs in. You can also switch accounts off entirely so anyone can watch.

The lineup opens with a carousel of featured programmes, then rows: Continue watching, Favorites, Live now ("12 of 51 channels on air", for example), and one row per category. Each card shows a recent picture of what is on that channel right now, so a viewer can see at a glance what is playing. Channel names and numbers match the ones viewers know from broadcast (8.1, 13.9, 13.10 and so on), unless your team changes them, and they sort the way a viewer expects, with 13.9 before 13.10.

Favourites are one tap and follow the viewer's account, up to 200 of them.

The same experience works on a phone, with nothing to install from an app store.



The lineup, a live channel and the guide on a phone, with no app to install (demo channels shown).

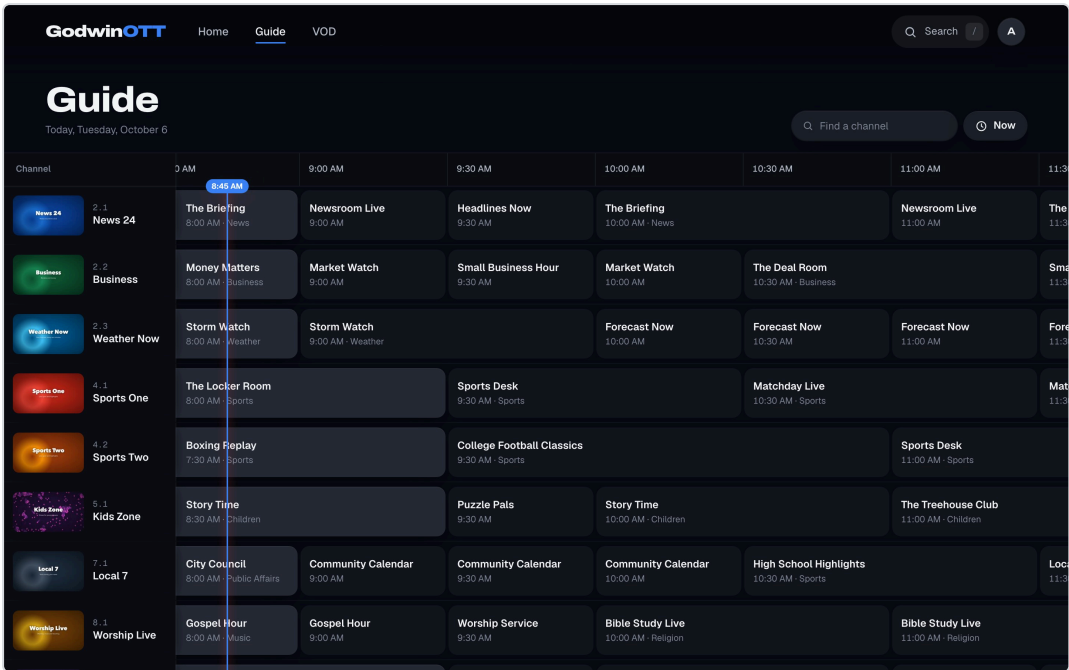
The live player has play, volume, full screen and a LIVE badge that turns into "Go live" if the viewer has fallen behind. There is no rewind on live channels. The arrow keys change channel, and full screen stays on through the change. What is on now and next sits over the picture, along with a strip of channels to flip through without leaving the player. A channel you add appears here straight away.



Viewers flip between channels without leaving the player.

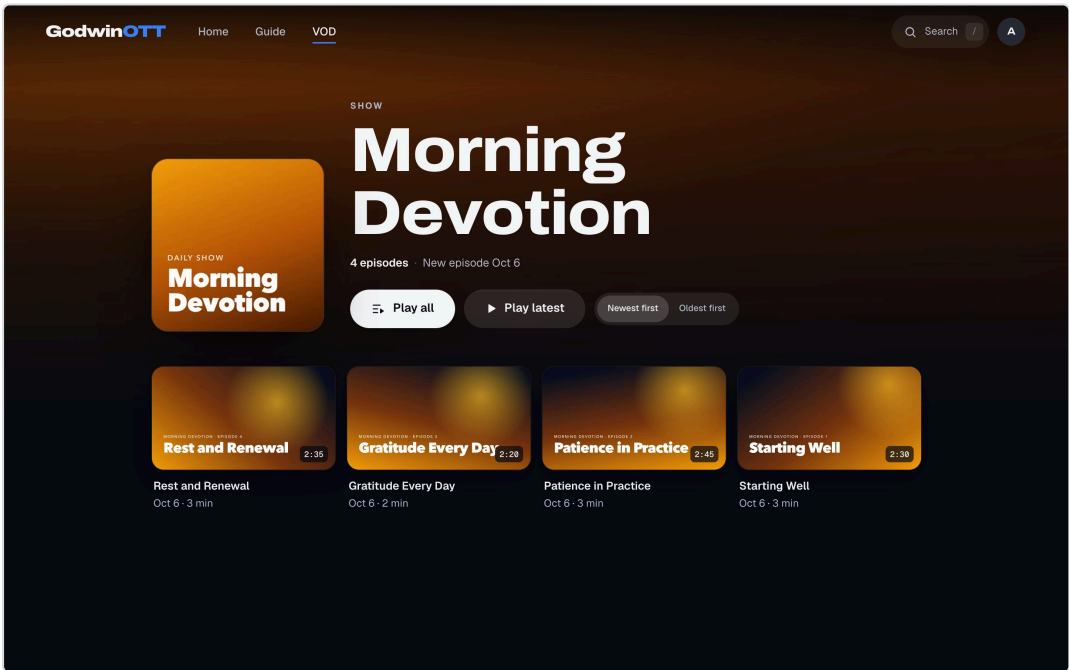
When something goes wrong the player says so in plain words. "Reconnecting to Channel 5." "Channel 5 is off air right now." "No picture on Channel 5 right now." After four hours without a touch it asks "Still watching?", so a forgotten tab stops using your bandwidth. If a browser blocks sound, the picture plays muted with a "Tap for sound" button.

The guide shows twelve hours ahead in half hour slots and moves with the clock. It fills itself from your guide data every 30 minutes, or your team uploads a file. With no guide data at all, the page still looks finished.



The guide lays out every channel's schedule on one timeline, starting from now.

On demand has its own home: a featured programme, Continue watching, latest episodes, a wall of shows, then one shelf per show with Play all. Each show has its own page. Shows whose episodes average under two minutes get tall phone shaped cards, which suits daily devotionals or clips. The video player has seek, speed, resume where you left off, and an Up next countdown.



Each show gets a page of its episodes, newest first, with Play all.

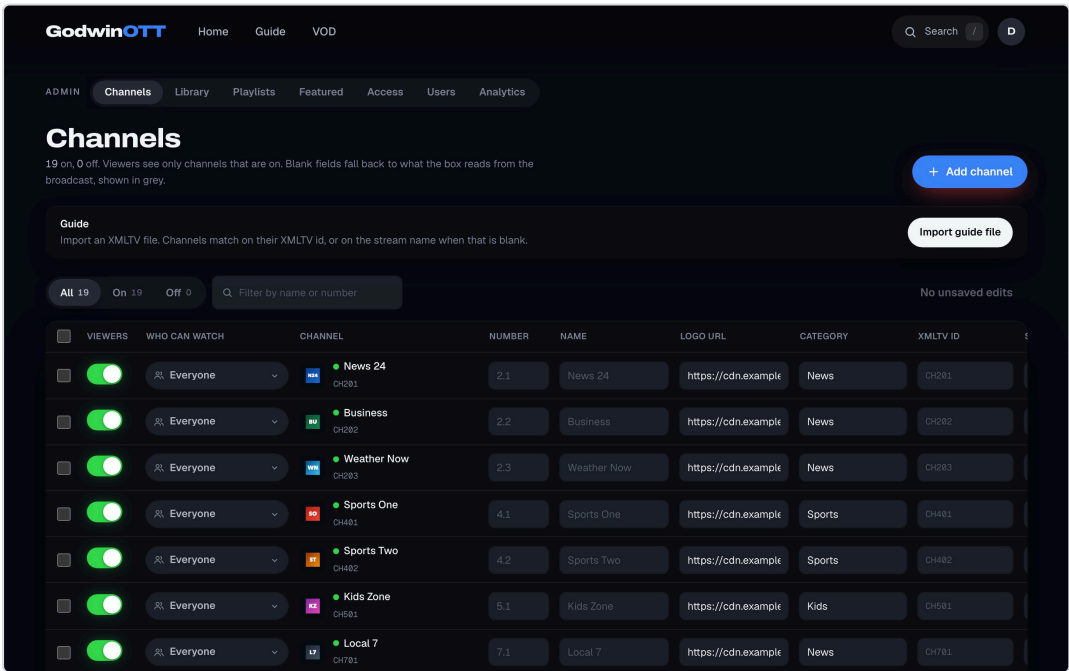
Shorts is a vertical feed, the kind people already know from their phones. Audio has its own player with lock screen controls, 15 second skips and four moving visualisers (VU meters, LED meters, a spectrum and a waveform), which are hidden on iPhone and iPad.

Search finds channels by name or number, and on demand items by title.

## What your team gets

The admin area has a tab for each job.

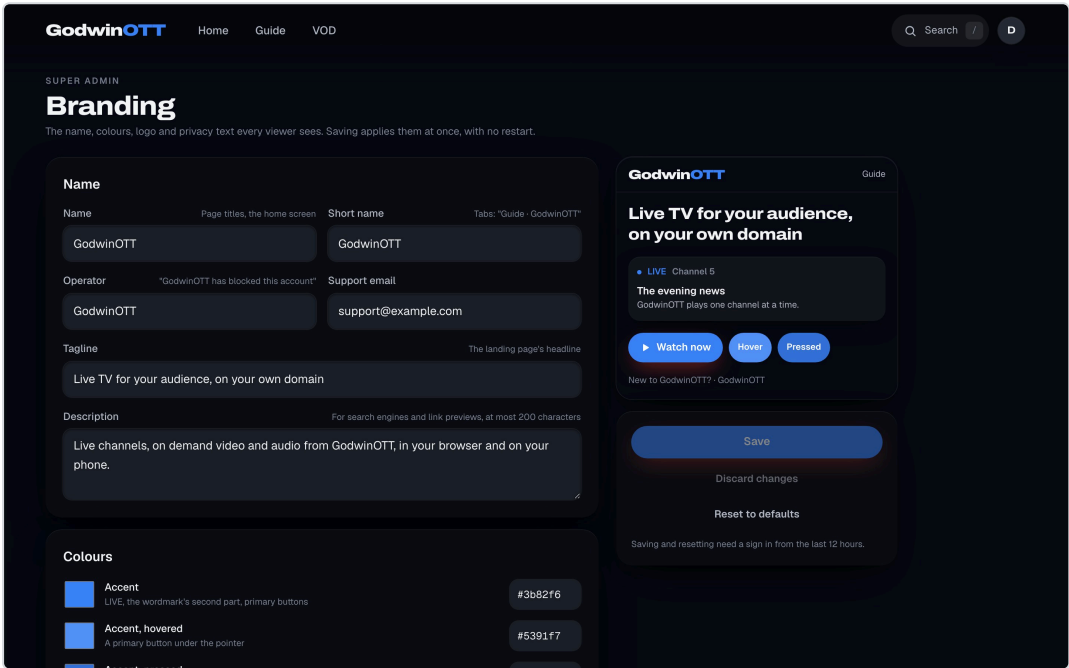
| Screen    | What your team does there                                                                                                                                                                                                                                                   |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Channels  | Switch any channel on or off (with Undo), rename it, renumber it, give it a logo and category, link it to its guide entry, decide who can watch, and protect it. Add a channel from another site by its address and press Test first.                                       |
| Featured  | Choose the programmes at the top of the lineup and the on demand home, with optional headline, button, picture, and start and end times. Automatic picks fill gaps. Drag to reorder, preview full screen.                                                                   |
| Library   | Upload videos, shorts and audio (files up to 20 GB, and an upload picks up again if a tab closes), add YouTube links, or point it at a shared Google Drive folder and let new episodes arrive on their own. Uploads are made ready to play without anyone converting files. |
| Playlists | Build a 24 hour channel from the library: a loop of shows, plus fixed slots at clock times on chosen days. It plans seven days ahead and fills in the guide itself.                                                                                                         |
| Users     | Find any account, see its devices and what it watched in the last 30 days, sign it out everywhere, block it at once, or delete it.                                                                                                                                          |
| Access    | Turn "Sign in required to watch" on or off, and set a PIN that hides the whole site before launch. Every change is recorded in an audit log.                                                                                                                                |
| Analytics | Viewers live now, top channels with a weekday by hour heatmap, top on demand items, how many visitors go on to watch, how many come back, devices, and playback quality. Tables and CSV export.                                                                             |



Admins rename, renumber, categorise and switch off channels from one screen.

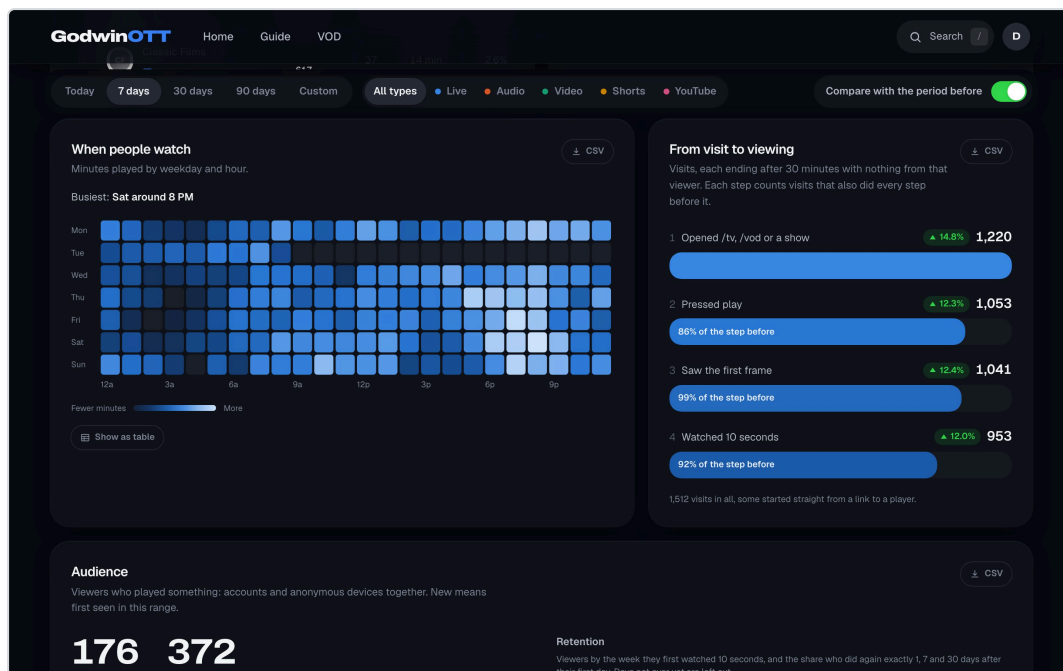
A smaller group, the super admins, get three more screens.

| Screen   | What it does                                                                                                                                                                             |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Branding | Your name, tagline, support email, five colours, a text wordmark or an uploaded logo, and the privacy text. Changes show at once, with a live preview, and nothing has to be redeployed. |
| Billing  | Currency, trial days, your Stripe or Razorpay account, plans, current subscriptions, and a "Test connection" button.                                                                     |
| DRM      | Off, or locked streams, with how often the locks change, how many devices one account may watch on, and the last hour of activity.                                                       |



Your name, colours, logo and privacy text, changed live with a preview beside them.

Every one of these ships switched off or neutral. You turn on what you need.



Analytics shows when people watch by weekday and hour, and how many visitors go on to play something (demo data).

## Where it runs, and why that matters to you

The website, the accounts, the analytics and the video all run on accounts and servers in your name. We set them up and hand them over.

Pages open quickly wherever your viewers are. In a test from India against a server in the United States, every page began to draw in a tenth of a second, and the home page's main picture appeared in 1.5 to 1.9 seconds on a first visit.

The web pages are hosted on a free plan. Your running cost is your own server, a small rented server in front of it, and the bandwidth your viewers use. The technical overview explains the arrangement for your engineer.

## The first deployment

GodwinOTT runs today for a broadcaster with 51 live channels, whose viewers use it on the web and on phones. A good deal of the product came from their needs: channel numbers that match broadcast, player messages in plain words, new episodes arriving from shared folders every day, and a lineup that shows live pictures rather than playing previews, so that bandwidth goes to people actually watching.

If you visit their site you will see their name, not GodwinOTT. That is the point of white label.

## What is different about it

You own the servers. They are in your name, with your accounts. If we stopped working with you, the service would keep running on your machines, though you would want another engineer for updates.

You own the data and the viewers. Viewer accounts live in your database. There is no shared GodwinOTT login and no central list of your viewers anywhere else.

There is no per viewer fee to us. Your running costs are your own servers and their bandwidth. Doubling your audience doubles your bandwidth bill and nothing else.

Payments go through your own Stripe or Razorpay account. Viewers pay on the provider's own checkout page, so card details never reach your site. Razorpay is there because it suits viewers in India.

Analytics come from your own data. There is no third party tracker on the site, and viewer IP addresses are not stored.

## What it does not do yet

We would rather you read this here than find it later. There are no apps for phones or TVs, only the web app. There is no casting to a TV and there are no captions. The site does not send email yet, so there are no password reset or verification emails. There is no ad insertion and no pay per view. Analytics report in one time zone, and that zone has to sit a whole number of hours from UTC all year, which rules out India's half hour offset. And the live and on demand video pages use a commercially licensed player, so each new client needs its own licence for it, or needs us to build a plain player that does not need one (estimated in the project's own notes at a few days of work).

The scope document lists each of these with what we would do about it.

## Next steps

Read the use cases document for the one closest to you, then the scope, timeline and cost document. If you have an engineer, hand them the technical overview. When you are ready, the checklist in "What we need from you" is the list of things to gather before we start.