

GodwinOTT: scope, timeline and cost

How a GodwinOTT launch runs, how long each part takes, what it costs to run, and what is outside the scope today.

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How we work

A launch has seven phases. Some overlap; a few wait on things only you can do, such as opening a payment account or getting a Google consent screen approved. The durations below are our estimates for a typical client with channels already running as HLS. They are not promises. A client with a clean channel list and a guide feed moves faster. A client whose channels first need a packager set up moves slower.

The provisioning itself (servers, DNS, the first sign in) is about a working day for someone experienced, once your machines and accounts are ready. Most of the calendar time in a launch goes on content, decisions and waiting for outside parties.

Phases

Phase	What happens	Estimated duration	What you supply
1. Discovery and content audit	We go through your channels, rights, guide data, on demand library and who should see what. We agree which features you need on day one and which can wait. We decide the player question (see below).	1 to 2 weeks	Your channel list, rights notes, a sample guide file, a look at your library, the people who will run the admin side.
2. Provisioning and domain	We set up your domain, your servers and the website, and your first super admin signs in.	2 to 5 working days, plus any wait on DNS, certificates and Google	Domain in a Cloudflare account, server or VPS access, a Google OAuth client (we can walk you through it), stream origin details.
3. Branding and lineup	Name, colours, logo, privacy text, channel names, numbers, categories and logos. The site stays behind the launch PIN.	3 to 5 working days	Logos (SVG or PNG), colours, the wording you want, your privacy text or your lawyer's notes.
4. Guide, library and featured	Guide import running, on demand library loaded or syncing from Drive, playlist channels built if you want them, home page slides chosen.	1 to 3 weeks, mostly driven by library size	Guide source, video files or a Drive folder, cover pictures if you have them, the first slides.

Phase	What happens	Estimated duration	What you supply
5. Accounts, billing and access	Sign in mode, who can watch what, plans and trials if you charge, the DRM key gate if you need it. Test subscriptions end to end.	1 to 2 weeks	Stripe or Razorpay account (test keys first, then live), prices and plan names, your access rules.
6. Soft launch	A small group of real viewers, behind the PIN or by invitation. We watch the quality numbers in Analytics and fix what they show.	2 to 4 weeks	A list of test viewers, a support email that someone reads.
7. Launch	PIN off, announcement, close watch on the first week.	1 week	Your announcement, someone on hand to answer viewers.

Put together, that is roughly 6 to 12 weeks from the first meeting to a public launch. All of these durations are estimates.

The player decision

The live and on demand video pages use a commercially licensed player. The licence held today belongs to the first deployment, so for your launch there are two routes:

- You buy your own licence for that player. We then configure it like any other provider choice.
- We build the plain hls.js player for those two pages, which does not need a licence. The project's own notes estimate this at roughly a few days of work. It is not built yet.

We settle this in phase 1, because it affects the timeline and the cost.

Running costs

These are the public prices of the infrastructure you would pay for directly. All are as of October 2026 and are estimates; check the provider's current page before you budget.

Item	Typical cost	Notes
Cloudflare	\$0	Free plan. The platform needs no paid Cloudflare feature.
Domain name	\$10 to \$20 a year	Depends on the ending (.com, .tv and so on). .tv names often cost more.
VPS for the data origin	\$5 to \$60 a month	Depends mostly on how much monthly transfer is included. This is where your bandwidth cost sits.
Extra bandwidth	Varies by provider	Each viewer pulls about 1.8 Mbps. One viewer hour is roughly 810 MB, so 1 TB covers roughly 1,200 viewer hours.
The box	\$0 if you use your existing head end	Otherwise a Linux machine or dedicated server with about 2 GB of memory spare for the app. A rented dedicated server is roughly \$50 to \$150 a month.
HLS packager	Depends on your choice	Flussonic is a paid product; check its current price. Other packagers work through the M3U adapter.

Item	Typical cost	Notes
Google sign in	\$0	A Google OAuth client has no charge.
Payments	The provider's per transaction fees	Stripe or Razorpay charge you directly at their published rates. We take no share.
Player licence	[vendor price to be confirmed]	Only if you choose the licensed player route.

There is no per viewer fee and no platform fee to us based on audience size.

Our fees

Item	Fee
Discovery and content audit	[fee to be confirmed]
Build and launch (phases 2 to 7)	[fee to be confirmed]
Plain hls.js player, if chosen	[fee to be confirmed]
Monthly operations: updates, backups checked, monitoring, small changes	[monthly fee to be confirmed]
New features from the "not built" list	[quoted per feature]

Ways to pay

You can pay in one of two ways.

The first is a one time build fee, paid in parts at agreed milestones (for example at the start, at soft launch and at launch), followed by a monthly operations fee for as long as you want us looking after it.

The second spreads the build fee across monthly payments over an agreed term, together with operations, so the cost sits in one predictable monthly line.

Either way, the servers, accounts and data are in your name from the first day. [Payment terms and milestones to be confirmed.]

Honest scope: what is not built

Not built	What it means for you
Native apps (iOS, Android, Roku, Fire TV, Apple TV)	Viewers use the web app, which can be added to a phone's home screen. TV browsers are recognised in analytics, but there is no TV app.
Casting	No Chromecast or AirPlay button in the player.
Captions	No caption support in the players. Many public bodies and schools need this.

Not built	What it means for you
Email sender	No verification emails and no password reset by email. A forgotten password needs help from your team, or Google sign in.
Ad insertion	No ads in streams or between programmes.
Pay per view	Plans are monthly or yearly only.
Analytics time zone	One reporting time zone, which must sit a whole number of hours from UTC all year. Half hour zones such as India's are refused.
Live rewind	No seek bar on live channels.
Studio DRM	Interface only; no vendor connected.
Coupons, emailed receipts	Not found in the code.
Sign in beyond Google and email	No Microsoft or SAML sign in.
Interface languages	No language switch for viewers; one interface language.

Each of these can be scoped and quoted. Some are small. Native apps and studio DRM are projects in their own right.

Risks, and who decides

Risk	What we do	The decision you make
The player licence is not in place by launch	Raise it in phase 1; offer the plain hls.js player as the alternative	Buy a licence, or pay for the plain player
Your box's upload cannot carry every channel to the VPS	Measure upload in discovery; nothing autoplays by design	Upgrade the line, carry fewer channels, or move packaging closer to the VPS
Bandwidth bill grows faster than expected	Show you viewer hours in Analytics from the soft launch; give you the 1.8 Mbps per viewer figure up front	Choose a VPS plan with more transfer, or set a budget alert with your provider
A link to a channel is shared publicly	Signed links expire after 6 hours (15 minutes for members only); the key gate stops passed on links where switched on	Whether to turn on the key gate and what device limit to set
A screen recording of paid content circulates	Tell you plainly that the key gate cannot stop this	Whether your rights holders need studio DRM, which is a separate project
Turning a channel off does not cut links already handed out	Explain the six hour window	Whether rights require shorter links, which we can discuss
No password reset email at launch	Recommend Google sign in for viewers; your team can help by hand	Whether an email sender must be built before launch
Google consent review or DNS delays the start	Begin those steps first, in phase 2	Who on your side owns the Google and DNS accounts

Risk	What we do	The decision you make
Stripe webhook records keep an email after an account is deleted	Tell you it is an open gap	Whether you need it fixed before launch for your privacy obligations
The privacy page is a draft	Give you the draft and what the platform stores	Have your own adviser approve the final text
One server process	Fine for one box; we tell you where the ceiling would be	Whether you expect to need more than one app server

What happens after launch

We keep an eye on health and quality for the first weeks. Updates tag the running image first, so a bad update rolls back with one command. Database backups run nightly and are kept two weeks on the box; you copy them somewhere else, and we will help you set that up.