Feature Summary

Overview of Leyra's core platform capabilities

LEYRA

OVP (Online Video Platform)

Overview

Leyra's OVP delivers broadcast-quality streaming worldwide, supporting video with advanced audio and localisation. Pre-integrated media workflows are designed for operational simplicity, enabling broadcast-grade capabilities without dedicated media operations teams. Strategic AWS Media Services partnership underpins transcoding quality and high-end user experience.

Key Features

- 5 HLS ABR ladder outputs (VOD, Linear, Live)
- Studio Multi-DRM: PlayReady, Widevine, FairPlay
- Linear / Live SSAI with SCTE35 frame-accurate ad-splicing
- Single or 1+1 Active for Linear & Live
- Start Over & 7–14 Day Catch-up
- AWS CloudFront CDN — per-partner dedicated stack
- VPN & Proxy Blocking, Geo Blocking

Key Features & Specifications

VOD
- ProRes, H.264 input
- 5 HLS ABR Ladders up to 1080p
- Multiple Subtitle & Audio Tracks (Stereo + 5.1)
- Hard of Hearing Audio & Closed Captions Subtitles
- Trick Play
- AWS MediaConvert

Linear
- H.264 / RTMP, RTP, Zixi, HLS input
- 5 ABR Ladders up to 1080p
- 24/7 Broadcast Channels with EPG
- Start Over & 7–14 Day Catch-up
- EPG Rights Management
- Single or Redundancy (1+1 Active)
- Logo Insertion

Live
- H.264 / RTMP, RTP, Zixi, HLS input
- 5 ABR Ladders up to 1080p
- 14 Day Catch-up
- Single or Redundancy (1+1 Active)

Packaging, Origin & Distribution
- Just-in-time HLS Packaging
- On-the-fly subtitle updates
- Full device support
- AWS CloudFront CDN (per-partner, per live stream)
- 3PP Packaging / CDN / Media Reception integration

Packaging, Origin & Distribution
- Server Side Ad-Insertion (SSAI) - Live & Linear
- SCTE35 Ad-Markers
- Invidi & FreeWheel integrations
- Frame-accurate ad-splicing
- Client & Server side reporting

Security
- PlayReady, Widevine, FairPlay DRM
- DRM Key Rotation
- Offline VOD with DRM
- At-rest encryption (AWS S3)
- Geo Blocking
- VPN & Proxy Blocking
- HDCP
- Concurrent Stream & Device Limits

Media Analytics
- MUX QoS / QoE integration
- Deep media analytics & telemetry

API & Developer Experience
- Probe & Transcode API
- Subtitle API
- Metadata API
- S3 Storage

LEYRA

Video CMS

Overview

A comprehensive media and metadata management platform giving service operators full control over content from ingestion through to rights management, publishing, and localisation. Supports custom metadata structures for specific media verticals and integrates with Leyra's Media Centre and Applications for streamlined operations.

Key Features:

- Custom metadata structures for any media vertical
- Per-asset Geo-Blocking with EU Content Portability
- Automated EPG ingestion via JSON/S3 (Simply.TV)
- Automated Broadcast to VOD Catch-up (7 day)
- Publish Windows & Calendar View for scheduling
- IMDB & TMDB ID Tagging
- Deep metadata search & bulk edit

Key Features & Specifications

Metadata Types
- Video / Movie (Standalone, Series & Episodes)
- Live Event
- Linear Channel, Broadcasts, Catch-up
- Trailer
- Media Preview via CMS

Metadata Management
- Complete metadata fields
- Language localisation
- IMDB & TMDB ID Tagging
- Custom Metadata for media verticals
- Bulk edit & deep search

Rights Management
- Per-asset Geo-Blocking (EU Content Portability)
- VPN & Proxy Blocking
- Concurrent Streams & Device Limits
- Offline DRM Entitlement Time
- Publish Windows & Calendar View
- Parental Guidance & Content Rating

Linear & Broadcast Metadata
- Automated EPG via JSON/S3
- Simply.TV / Gracenote integration
- Automated Broadcast-to-VOD Catch-up (7 day)
- Forward & Backward EPG View

API & Developer Experience
- Metadata APIs (REST)
- S3 Storage

LEYRA

CRM & Activation

Overview

Provides tools for customer acquisition, activation, and full lifecycle engagement. Integrates with Google Tag Manager, content discovery platforms (PlayPilot, JustWatch), and marketing tools (Mailchimp) to drive acquisition, retention, and re-engagement with personalised, localised experiences.

Key Features:

- Transactional emails across full user journey
- Custom Mandrill HTML email templates with localisation
- Deep & Dynamic Linking (Android & iOS)
- Daily user export to Mailchimp with Merge Tag fields
- Firebase In-App & Cloud Messaging
- JustWatch & PlayPilot referral integrations
- User segmentation & opt-in/out management

Key Features & Specifications

CRM
- User Summary & Config
- Log Summary (Authorisation & Playback)
- Voucher & Promo Code consumption
- Offer & Payment Status/History
- User Segmentation

User Activation
- Transactional emails: Registration, Payment, Dunning, Cancellation, Re-Start
- Custom HTML templates with localisation
- Deep & Dynamic Linking (Android & iOS)

Marketing Integrations
- Daily Mailchimp user export
- User opt-in/out at registration
- Merge Tag Fields: hours watched, last active, subscription status

Affiliate & Referral Integrations
- Post Affiliate Pro via GTM
- JustWatch.com
- PlayPilot.com

App Messaging
- Airship integration
- Firebase In-App Messaging (Android & iOS)
- Firebase Cloud Messaging (Android & iOS)
- GTM web pop-up banners

API & Developer Experience
- Metadata Exporter for 3rd party aggregation
- Custom CRM & Entitlement Integration via API's

LEYRA

Monetisation, Billing Engine & Entitlement

Overview

A frictionless billing and monetisation engine with multi-currency support and multiple payment methods. Enables service operators to combine subscription, transactional, and AVOD models. Supports click-and-publish workflows for zero-development product launches; integrates with 3rd party billing and telco partners.

Key Features:

- Free-to-View › Register-to-View › Pay-to-View tiering
- Stripe, Adyen, PayPal web payment gateways
- In-App Purchase: Google Play, Apple, Roku, Amazon Fire TV
- Combined SVOD + TVOD + AVOD in one service
- Unique & Viral Promo Codes; Pre-Authorised Vouchers
- Automatic price raise/lower for existing subscribers
- Offer localisation: Currency, Country, Language
- Raw data export to AWS S3
- Reseller APIs for multi-tenant entitlement management

Key Features & Specifications

Payment Gateways
- Stripe & Adyen (+PayPal) — web Drop-In Modules
- In-App Purchase: Google Play, Apple, Roku, Amazon Fire TV
- Entitlement Engine for 3rd party billing

Offer Types
- Free Tier (FVOD)
- Subscription (Monthly/Yearly + Free Trial)
- Transactional: Rental, EST, Pass
- AVOD
- Combined monetisation models in one service

Packs
- Create & manage content per offer
- Link Packs to Offers
- Manual or programmatic content allocation

Promo Codes
- Unique & Viral Promo Codes
- Pre-Authorised Vouchers
- Vouchers & Credits via giftup.com
- Google & Apple Voucher & Discount Period support
- Promo Code on cancellation win-back

Billing Features
- Automatic price adjustment for existing subscribers
- Configurable Dunning Management
- Upgrade & Downgrade User Journey
- Remembered Payment Details (single-click)
- Offer Localisation: Currency, Geo-Target, Language
- Restart Subscription
- Credit card expiry reminder

Analytics
- Billing Reports (Conversion, Churn, Country, Offer)
- CRM Reports
- Raw Data Exports (AWS S3)

API & Developer Experience
- Reseller APIs (Multi-tenant Entitlement)
- Custom CRM & Entitlement Integration

LEYRA

Application Platforms

Overview

Leyra delivers native streaming apps across all major consumer platforms — from web browsers and mobile to Smart TVs and streaming sticks. Leyra provides the underlying app codebase and player stack; Leyra powers the no-code configuration, layout management, and continuous app release lifecycle.

Key Platforms:

- **Web:** Safari, Chrome, Firefox, Edge
- **Mobile / Tablet:** iOS, Android
- **Connected Devices:** Roku, Google TV, Apple TV, Fire TV (Fire OS), Fire TV (Vega OS), Chromecast, Comcast X1
- **Smart TV's:** Android OS/TV, Samsung, LG, Vizio

- **Players:** Shaka (Web), ExoPlayer (Android), AVPlayer (Apple)
- No-code app configuration via Leyra Admin
- In-App Purchase on Apple, Google Play, Roku, Amazon Fire TV, Samsung, Vizio, Web
- Chromecast & AirPlay casting support
- Amazon Voice Skills Kit (VSK) on Fire TV
- Accessibility: keyboard navigation, voice control, screen reader support

Key Features & Specifications

Supported Platforms
- Web: Chrome, Safari, Firefox, Edge
- Android Mobile & Tablet
- Android TV
- Amazon Fire TV & Fire Tablet
- Apple iOS & iPadOS
- Apple tvOS
- Samsung Tizen
- LG webOS
- Vizio
- Roku
- Comcast X1
- Chromecast

Monetisation & Authentication
- In-App Purchase: Apple App Store, Google Play, Roku Billing, Amazon Appstore
- TV & connected device QR code login (second screen)
- Parameter-based URLs for custom marketing landing pages
- Configurable open/closed service

User Experience & Player
- My Watchlist / Continue Watching
- Parental Control
- Picture in Picture / Skip & Seek / Channel Picker
- Audio / Subtitle / Quality Picker
- Trick Play
- Watch Next Episode / Binge Watching
- "Up Next" screen listing recommendations
- Configurable Login, Registration & Purchase Flows

Casting & Voice
- Chromecast (Android, Web)
- AirPlay (iOS, tvOS)
- Amazon Voice Skills Kit (Fire TV): search, play, pause, seek, resume
- Siri integration (Apple)
- Roku voice search

Accessibility
- Keyboard tab navigation (Web)
- Voice control support per platform (Amazon VSK, Siri, Roku Voice)
- Screen reader / text-to-speech (platform-native)
- Configurable high-contrast colour palette
- Selectable icon sets (including filled for contrast)
- Adjustable fonts and text sizes (custom design plan)
- Multiple Subtitles + Closed Captions
- Multiple Audio Tracks + Audio Description Tracks

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App Management & Editor

Overview

Leyra's no-code Editor and Content Manager give operators full control over app layout, page structure, and content programming across all platforms — without any code deployment. A WYSIWYG interface lets editors see exactly how pages will look on TV, Desktop, Tablet, and Mobile before publishing. Changes propagate to all live apps within minutes.

Key Features:

- WYSIWYG Editor with real-time multi-form-factor preview (TV, Desktop, Tablet, Mobile)
- Page Manager: create, rename, reorder and delete pages freely
- 7 container types: Hero, Carousel, Shelf, Grid, Tab View, List View, Highlight Grid
- 3 content feed modes: Manual (editorial pick), Dynamic (rule-based), Collection (pre-built playlist)
- Publish to all platforms simultaneously — no code release required
- Content Manager: navigation items, promotional images, collections (including user-specific feeds such as watchlist and continue watching)
- Custom & global page templates
- Conditional visibility: target content to specific user segments
- Multi-language dictionary for all app copy and CTAs

Key Features & Specifications

Page Management
- Homepage pre-configured on setup
- Browse, Details, and Static page types
- Series/episode detail pages created automatically from OVP
- Page-level scroll behaviour and mobile navigation bar configuration
- Custom and global page templates

Container Types
- Hero: full-width, single or rotating — highest editorial impact
- Carousel: center-aligned rotating spotlight (min. 3 items)
- Shelf: horizontal scroll row — default for genre/content lanes
- Grid: two-dimensional, used for search results and full catalogues
- Tab View: season/playlist tabs, collection-per-tab display
- List View: metadata-rich vertical list for episodes/FAQ
- Highlight Grid: 1+4 layout — one featured, four supporting items

Content Feed Modes
- Manual: hand-pick individual videos with editorial control
- Dynamic: define metadata-based rules for automatic curation
- Collection: link pre-built playlists (Most Popular, Recently Added, etc.)

Publishing & Preview
- WYSIWYG preview per form factor: TV, Desktop, Mobile, Tablet
- Time-sensitive content preview (Upcoming / Expired overlays)
- Publish to all platforms simultaneously
- Updates visible in live apps within minutes of publishing

Content & Navigation Management
- Navigation items (menus, deep-links, sub-pages)
- Promotional images (non-interactive banners in Hero containers)
- My Collections: user-curated watchlists and favourites as well as manually created collections
- Multi-language app copy dictionary
- Content badges for new, expiring, live, or trending content, as well as manual badges
- Configurable metadata display strings per platform

Personalisation & Targeting
- Conditional visibility: show/hide containers by user segment
- Manual personalisation: curate content based on user preferences
- Segmentation-based URL parameter targeting

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App Layout & Branding

Overview

Leyra provides extensive no-code branding and styling controls so that every app feels distinctly on-brand across all platforms and form factors. From colour palettes and typography to thumbnail shapes and container image safe areas, operators have granular control without involving developers.

Key Features:

- Full colour palette management: primary, secondary, background, gradient, opacity
- Google Fonts catalogue + custom font upload
- 3 icon set options (including filled for accessibility contrast)
- 4 item image forms: Landscape (16:9), Portrait (2:3), Square (1:1), Wide (5:2)
- 3 thumbnail sizes per container: Small, Medium, Large
- Dark & light theme with per-service colour scheme
- Form factor-specific styling: TV, Desktop, Tablet, Mobile
- Top menu and navigation bar styling
- Platform-specific image safe area guidelines

Key Features & Specifications

Colour & Theme
- Primary, secondary, and accent colour configuration
- Background, overlay, and gradient controls
- Opacity settings per element
- Dark & light theme selection
- High-contrast palette support for accessibility

Typography
- Google Fonts catalogue integration
- Custom font upload support
- Text size controls (custom design plan)
- Multi-language & RTL font rendering

Icons & Imagery
- 3 icon set styles: outline, line, filled
- Logo management: light/dark variants per platform
- Splash screens and app icons per platform
- Top Shelf imagery (tvOS)

Container & Item Styling
- Image forms: Landscape (16:9), Portrait (2:3), Square (1:1), Wide (5:2)
- Item sizes: Small, Medium, Large per container
- Item corner radius configuration
- Button styling
- Text-on-image gradient and safe area control per form factor
- Form-factor override: apply style to one device type or all

Navigation & Menu Styling
- Top menu styling: gradient, solid, or transparent
- Mobile navigation bar: style, type, and scroll behaviour
- Web footer configuration
- More/Settings menu configuration

Localisation
- Localised menu labels and CTAs via cloud dictionary
- Configurable metadata display strings per language
- Per-platform menu configuration

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Marketplace & Partner Ecosystem

Overview

Leyra's Marketplace provides a curated ecosystem of pre-integrated partner services that can be connected to a streaming service without custom development. Partners span OVP, authentication, billing, DRM, advertising, analytics, recommendations, and more. Configuration is managed directly in the Leyra Admin UI.

Key Features:

- One-click partner discovery, installation, and configuration from the Marketplace
- **OVP:** Leyra OVP, Brightcove Video Cloud, JW Player
- **Auth & Billing:** Leyra Auth & Billing, Cleeng, InPlayer, MPP Global (Aptitude), Akamai Identity Cloud
- **DRM:** Verimatrix (multi-DRM), Brightcove DRM, Vualto — covering Widevine & FairPlay
- **Advertising:** Google IMA (CSAI), Google DAI (SSAI), FreeWheel (CSAI)
- **Analytics:** GA4, GTM, Nielsen, Comscore, Conviva, Datazoom, Kochava, mParticle, Akamai
- **Recommendations:** Jump Recommender (per-user & anonymous, related content)
- **Push notifications:** Firebase Cloud Messaging (Android & iOS), Airship
- **No-code configuration:** API keys and IDs managed in Admin UI — no developer required

Key Features & Specifications

Online Video Platforms (OVP)
- Brightcove Video Cloud: upload, metadata, playback, playlists, geo-filtering, scheduling, DRM, analytics
- JW Player: VOD, Live, playlists, metadata, DRM, analytics

Authentication, Identity & Billing
- Cleeng: subscription management, churn-save campaigns, vouchers
- MPP Global (Aptitude): subscription management, churn-save campaigns
- Akamai Identity Cloud: enterprise identity management
- TV Everywhere (TVE): operator-managed entitlement

Digital Rights Management (DRM)
- Verimatrix: multi-DRM (Widevine + FairPlay), online & offline, independent of OVP
- Brightcove DRM: Widevine + FairPlay, online & offline
- Vualto: Widevine + FairPlay, online (verified with JW Player)
- Platform coverage: Android, Android TV, Fire TV, iOS, tvOS, Roku, Smart TV, Web, Chromecast

Advertising
- Google IMA: Client-Side Ad Insertion (CSAI) — pre/mid/post roll
- Google DAI: Server-Side Ad Insertion (SSAI)
- FreeWheel: Client-Side Ad Insertion (CSAI)
- Sponsorship slot support: tag-based pre-roll rules or ad server delegation
- AVOD, hybrid SVOD+AVOD, and sponsorship models

Analytics Partners
- Google Analytics 4 (GA4): events, dimensions, e-commerce
- Google Tag Manager (GTM): 100+ tag integrations
- Comscore: audience measurement
- Nielsen: audience measurement
- Conviva: QoE/streaming quality
- Datazoom: data pipeline and analytics
- Kochava: mobile attribution and measurement
- mParticle: customer data platform
- Akamai: streaming analytics

Recommendations
- Jump Recommender: per-user personalised feed (authenticated users)
- Anonymous user recommendations based on Device ID
- Related content feed based on content similarity

Marketplace Configuration
- Discover and install partners from the Marketplace UI
- Configure API keys, IDs, and access credentials in Admin — no code required
- Multiple partners of the same type can be active simultaneously
- Features section lists all active integration behaviours in one place

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Data Insights

Overview

Leyra delivers multi-layer analytics coverage: Leyra's KPI dashboards provide commercial, audience, and media performance reporting; Leyra's built-in Insights module provides real-time content and platform engagement metrics. Together they give operators a complete picture from revenue and churn through to trending content and device breakdown.

Key Features:

- **Leyra KPI dashboards:** Commercial, Media, and Audience performance
- **Leyra Insights:** active users, hours watched, Top 10 by content type, platform spread
- **Content programming reports:** container-level click and placement data
- **App version tracking:** per-platform version distribution and unique users
- Google Analytics 4 with E-Commerce Events
- Google Tag Manager (100+ tag integrations)
- Firebase (Android & iOS in-app analytics)
- Daily CSV export to AWS S3 (8 datasets)
- GDPR & CCPA compliant; EU data centres

Key Features & Specifications

Leyra — Commercial & Audience Dashboards
- Templated reports with time, geography, and offer filtering
- Commercial Performance: Registered Users, Free Trial, Subscriptions, Transactions, Vouchers, Churn
- Media Performance: Viewed Hours, Video Views, Most Popular Assets, Licence Reports
- Audience Performance: Active Users, Device Behaviour, User Location

Leyra — Service Insights
- Overview: active users (with platform spread), hours watched, Top 10 by total/video/series/episode/live
- Videos tab: per-asset metrics — hours watched, views by day/time-of-day/geography/platform
- App versions tab: release version distribution per platform and unique users per version
- Reports tab: content programming snapshot — container positions, click data, form factor breakdown
- Time period filters: Daily, Weekly, Monthly, Yearly
- Playback percentage tracking at 5, 10, 25, 50, 75, 90% milestones

User Journey & Marketing Analytics
- Google Analytics 4 + E-Commerce Events
- Google Tag Manager (100+ integrations)
- Firebase (Android & iOS)
- Mailchimp segmentation export
- Registration referral tagging for attribution

Data Export
- Daily CSV export to AWS S3
- Datasets: Users, Viewing, Metadata, Subscriptions, Entitlements, Offers, Transactions, Promotions

Security & Compliance
- GDPR & CCPA compliant architecture
- EU-based data centres (Leyra platform)

LEYRA

Success & Support

Overview

Leyra provides structured onboarding, training, and post-launch support covering both the Leyra platform and applications. Both tracks are designed to build operator self-sufficiency from day one.

Key Features:

- Structured 6-step Leyra launch programme with dedicated onboarding manager
- Leyra Admin UI training across Editor, Configuration, Marketplace, and Insights
- Post-launch handover to Leyra Customer Support with ticketing (JIRA-based)
- Leyra training across 7 core areas: transcoding, content, packages, app stores, analytics, user management, release management
- Professional services for full service setup: monetisation, CRM, Mailchimp, Mandrill, app stores
- Best practice documentation and checklists for app store submission
- SLA-backed support with defined priority levels (P1 emergency phone line available)

Key Features & Specifications

Leyra — Onboarding Programme (6 Steps)
- Step 1: Corporate setup — logos, footer, SEO, menu options
- Step 2: App stores, OVP, user management, and analytics
- Step 3: Admin UI training; create first pages and configure apps
- Step 4: First app builds delivered; verification of flows
- Step 5: App store metadata, domain certificates, submission preparation
- Step 6: Release/publish — domain pointed, apps live in stores

Leyra — Post-Launch Support
- Formal handover to Leyra Customer Support team at go-live
- JIRA-based ticketing for production issues
- Tickets for onboarding queries, feature requests, and configuration changes
- Self-service troubleshooting documentation
- P1 emergency phone line
- SLA levels: Gold Support available
- Partner escalation routing (OVP, CIAM, DRM support portals referenced)

Leyra — Training Sessions
- Transcoding Flow — workflow assessment + 1 session
- Collections, Views & Menus — 2 sessions
- Packages & Offers — assessment + 1 session
- App Store Setup — checklist & best practice
- Analytics — 1 session
- User Management for Support — deep dive + common scenarios
- App Release Management — release walkthrough + rejection tips

LEYRA

Platform & Developer Core

Overview

Built on a scalable SaaS multi-tenant microservices architecture powered by AWS Ireland. Delivered with 24/7 platform monitoring. Features auto-scaling, multi-AZ deployment, and comprehensive security including GDPR, PCI-DSS, OWASP, and enterprise DRM.

Key Features:

- AWS Ireland infrastructure with auto-scaling
- Multi-AZ deployment with auto-healing
- GDPR, PCI-DSS, OWASP compliant
- RESTful API with GraphQL and Webhook support
- **Codebase**: Scala/Python (backend), React (web/TV), Swift (iOS), Kotlin (Android)
- **Players:** Shaka, ExoPlayer, AVPlayer
- Sisense BI + Datadog + PagerDuty monitoring
- Full AWS media services stack
- **3rd party integrations:** Mandrill, Mailchimp, Playpilot, JustWatch

Key Features & Specifications

Scalability
- AWS Ireland hosting
- Auto-scaling based on load profiles
- Pre-Warm for planned traffic peaks

Robustness
- Multiple instances across availability zones
- Auto-healing service management
- AWS Well-Architected Framework

Architecture
- Microservices multi-tenant SaaS stack
- IaaS CloudFormation Workflows
- Traffic Load Balancing
- RESTful API with GraphQL + Webhooks

Security
- GDPR (EU)
- PCI-DSS
- OWASP
- At-Rest Encryption
- DRM: PlayReady, FairPlay, Widevine

Software Codebase
- Platform: Scala & Python (Finagle)
- Web & Smart TV: React
- iOS: Swift
- Android: Kotlin
- Roku: BrightScript
- Players: Shaka, ExoPlayer, AVPlayer

Databases & Data Stores
- Kafka
- Cassandra
- AWS RDS Postgres

AWS Services
- Media: MediaConnect, MediaConvert, MediaLive, MediaPackager, MediaTailor
- Messaging: SQS, SNS
- Networking & CDN: Route 53, DirectConnect, CloudFront
- Security: IAM, Certificate Manager, WAF, KMS
- Analytics: ElasticSearch, Redshift
- Compute: VPC, EC2, ECS, Lambda, ELB
- Database: DynamoDB, ElastiCache, RDS
- Management: CloudFormation, CloudWatch, CloudTrail

Monitoring & BI
- Sisense BI
- MUX & Internal Player Telemetry
- Google Analytics + GTM
- Datadog
- PagerDuty
- TACO (Linear Stream Monitoring)
- AWS CloudWatch

3rd Party Integrations
- Mandrill & Mailchimp
- Playpilot & JustWatch (Metadata Exports)

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