

Embedding premium video in social streams

Background

More and more users are consuming content in their social feeds. Millennials and Generation Z consume more content in their social feed than anywhere else, and are often mobile first/mobile only.

Social networks are moving towards becoming publishing platforms, and many allow third party applications and integrations. This would in theory allow us to publish premium video content to these social networks.

Traditionally premium video on demand content is consumed in the app or on the website of a video service provider. Our theory is that video service providers would be able to get more customers if their video content could be consumed in social feeds as well. Social feeds could include Facebook, Twitter and Tumblr.

Description

The master thesis work would focus on investigating the requirements for a video player or application that would allow premium video to be safely embedded in social streams. The video player would need to support playback inside the social feed, without leaving the host site. It would also need to support secure playback of content, either using DRM or any other security method that is allowed by the content owners.

The thesis should attempt to describe business requirements and technical requirements for such a video player, as well as provide a proof of concept implementation.

Qualifications

The thesis requires knowledge and interest of programming, as well as knowledge in online services. A personal interest and drive for the technical development of consumer electronics and new ways of using technology is greatly appreciated.

Please send your application, including a resume and cover letter, to thesis@accedo.tv before August 15, 2015.

www.accedo.tv

Thesis work will be carried out in Stockholm. 30hp.

Accedo is the market leading enabler of TV application solutions. Accedo provides applications, tools and services to media companies, consumer electronics and TV operators globally, to help them deliver the next-generation TV experience.

Accedo's cloud-based platform solutions enable customers to cost-efficiently roll out and manage application offerings and stores for multiple devices and markets.

