

# Qvest presents innovative architecture model for OTT platforms

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**Amsterdam/ Cologne / Hamburg, September 12, 2024: Qvest, a global leader in media-focused consulting- and technology services, is unveiling Composable OTT, its innovative approach to building modular OTT platforms, at this year's IBC. Qvest is the first provider worldwide to transfer the "Composable Commerce" architecture model, which has proven itself in e-commerce, to the OTT sector in the Media & Entertainment segment as a blueprint with advantages such as maximum modularity, platform openness and scalability. Qvest bundles its OTT expertise in the practice of the same name and its subsidiary Qvest Engage. Qvest Engage GmbH is the former TeraVolt GmbH, which now as part of the Qvest Group is operating jointly under the Qvest brand.**

With the new Composable OTT blueprint, Qvest ensures that media companies can build and manage future-ready OTT platforms with ultimate flexibility, scalability, and innovation while optimizing costs and engaging audiences across all relevant devices.

By combining proven best practices from e-commerce, and seamlessly integrating available SaaS solutions, microservices, and cloud-native scalability, solutions can be tailored precisely to customer needs. As a dynamic, scalable, and adaptable system, development and deployment times are significantly reduced. Vendor independence and platform openness also ensure that the developed OTT platforms can grow with customer requirements, enhancing investment security. Moreover, Qvest Engage expertise in content and user engagement contributes to the development, making content available in a consistent and differentiated user experience with unique features.

Tobias Künkel, CEO of Qvest Engage, stated: "At Qvest Engage we believe that Composable OTT is the key to building future-ready platforms. With a flexible, modular architecture, broadcasters and TV platforms can innovate faster, scale seamlessly, and create personalized experiences that excite their audiences in a rapidly transforming digital world."

To drive further the international expansion of Qvest in the OTT sector and harness synergy effects more effectively, the renaming of TeraVolt to Qvest Engage has also created a unified brand identity. Since September 2023, TeraVolt has been part of the Qvest Group, complementing the group's portfolio with expertise in OTT and audience engagement.

Oliver Koch, CCO of Qvest Engage, says: "With the unified brand identity, we are taking the next logical step in expanding our business activities. Through the international market positioning and Qvest's global expertise in media-focused services, we will leverage

additional synergies to better support customers worldwide. We are very excited to take this next step into the future with our entire team."

At its booth (#10.C24) at IBC2024, Qvest will be showcasing the market launch of Composable OTT as well as use cases empowered by generative AI, that are designed to measurably accelerate media workflows and significantly increase productivity in content generation. These include use cases for automated content localization, highlight clipping and new ways to offer people with disabilities more accessibility. Furthermore, the engagement product TVXRAY will be presented in a live showcase. TVXRAY is an innovative live streaming extension that improves the viewing experience with interactive real-time features and is particularly suitable for soccer and sports broadcasts.