



// OTT PLAYBOOK

# Shop LC and The Jewelry Channel Deliver World-Class Online Shopping Experiences

Engage viewers through high-quality, low-latency video streaming.

## WHAT SUBSCRIBERS WANT



LIVE  
STREAMING



VOD  
SERVICES



EXCEPTIONAL  
VIDEO QUALITY



ENGAGING  
EXPERIENCES



VIDEO  
EVERYWHERE

## THE GAME PLAN

Shop LC, based in Austin, Texas and the U.K. based sister company The Jewelry Channel (TJC) are leaders in online auction and shopping for retail, jewelry and lifestyle products. Video has been driving the online shopping experience to become more compelling and exciting for their customers. High-quality live and on-demand video content helps Shop LC and TJC keep web shoppers engaged and watching longer.

However, the shopping channels encountered latency challenges while distributing live OTT content to multiple screens. The time delay between capture of live video and distribution to OTT devices created issues during live auctions and impacted the overall user experience. Shoppers would become frustrated, and it reduced sales. Shop LC and TJC needed a video delivery platform that could guarantee an excellent video streaming experience and much lower latency. Since their service is live auction-based, Shop LC and TJC deal with constant changes in product availability and price changes.

## THE PLAY-BY-PLAY

Shop LC and TJC are using Harmonic's VOS<sup>®</sup>360 Live Streaming Platform to distribute live and on-demand OTT content. The online retailers can live stream CMAF DASH using the VOS360 platform. This dramatically reduced the time from glass to glass from over a minute to just seconds. They also create high-quality VOD assets for use on their website using the platform's time-shift feature to provide videos and images of retail products to shoppers.

Shop LC and TJC wanted to test, configure and deploy the VOS360 platform within eight weeks to launch before the important holiday shopping season.

## THE WIN

Shop LC and TJC now deliver high-quality live and on-demand video to customers on every screen. The VOS360 platform ensures a superior video streaming experience for viewers on popular web browsers, as well as on Apple TV, Android devices, Google Chromecast, smart TVs, Roku set-top boxes, and iOS devices. RTMP support in VOS360 enables Shop LC to stream live video directly to social media sites like Facebook and Youtube. The SaaS model ensures that the video experience is always outstanding, thanks to Harmonic's team of experts that oversee the video streaming service quality 24/7.

The VOS360 platform is integral to helping Shop LC and TJC provide low latency through innovative encoding techniques that are supported with emerging standards such as CMAF DASH and the use of Harmonic's low latency encoders Vibe CP9000. Superior video quality with low latency keeps Shop LC and TJC customers engaged during their online retail experience and boosts sales.

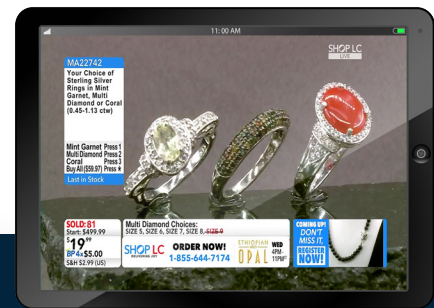
Shop LC can now also more easily scale to add channels. Shop LC has added two copies of Shop LC since the initial VOS360 launch. With the graphics add-on feature they also use 888 different numbers for tracking with specific partners. As a result, the shopping channels are now looking at replacing their on-premises playout system and creating pop-up channels with Harmonic in the near future. Shop LC has also added a disaster recovery (DR) playout service for their terrestrial feeds to MVPDs.

## THE POWER OF VOS360

**24/7**  
Live streaming and  
VOD content

Fast  
Deployment  
  
 Seamless  
Integration

Low  
Latency  
  
 Powerful  
Workflows



"Harmonic's VOS360 platform sets the benchmark for delivering high-quality, low-latency live video streams"

**Joe Arnold**

Director of Engineering at Shop LC

