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▶ **ITV and JWPC Power Live Streaming on Freely UK** ◆ 1:47



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Efficient Live for Freely



- **DVB DASH Delivery:** JWP's Broadcast Live platform provided live multi-bitrate encoding, then stored and packaged the live streams into Freely approved DVB DASH format for IP delivery.
- **Content Protection:** JWP's Studio DRM was configured to comply with Freely approved formats for secure delivery of ITV content across all platforms.
- **Delivery:** JWP currently supports 23 channels and 23 redundant channels for ITV with plenty of room for growth.
- **Testing:** The JWP team fully prepared streams that adhered to the Freely specification including, but not limited to, DRM, subtitling, metadata, accessibility, and DVR.

"The team at JWP were open to working with us on how to solve for the specific requirements of the Freely platform. Especially when it came to IP delivery in DVB DASH and Freely specific content protection. Moreover, the JWP team were very collaborative in terms of providing key technical resources and testing throughout the development process. With JWP, we have built a service that is not only future proofed but also delivers our content securely across all Freely devices.

Paul Kane

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ed Kingdom and is co-owner of





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Kristin Lindsey-Cook

As Director of Product Marketing, Kristin brings over 20 years of experience in driving strategic marketing initiatives across B2B SaaS and media industries. With a passion for aligning product value with customer needs, she thrives on creating impactful strategies that deliver measurable results and help brands grow.



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