

Streamplay Launches B2B White-Label OTT Platform for Unified Streaming and Live TV

Streamplay combines OTT aggregation, live TV, AI-powered discovery, interactive advertising and commerce in a scalable white-label platform.

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[Streamplay](#), a [MatchBest Group](#) platform, has launched a B2B white-label OTT aggregation platform designed for telecom providers, OTT operators, media companies, ISPs, broadcasters, sports organizations and digital entertainment businesses.

The platform brings OTT aggregation, live television, AI-powered content discovery, interactive advertising, commerce and flexible monetization into a customizable streaming ecosystem across web, mobile and smart TV environments.

Unifying a Fragmented Streaming Experience

As audiences manage an increasing number of streaming services and content libraries, Streamplay is designed to provide operators with a unified discovery and viewing layer. The platform supports aggregation-oriented experiences that allow customers to organize and discover content across multiple entertainment sources through a branded interface. AI-powered recommendation, filtering and search workflows are designed to help viewers navigate large movie, television, live entertainment and digital content catalogs.

Live TV and Scalable Entertainment Infrastructure

Streamplay supports live entertainment use cases including television, news, sports and other



Streamplay AI-powered white-label OTT platform bringing content aggregation, live TV, intelligent discovery and monetization into one connected streaming ecosystem.

real-time programming. Its architecture is designed to support scalable streaming experiences across connected devices and digital platforms.

For operators, the platform provides a foundation for launching branded streaming environments without requiring them to build an entire OTT technology stack from the ground up.

Interactive Advertising and Commerce
Streamplay extends beyond traditional streaming through interactive advertising and commerce-oriented viewing workflows. Its adtech and commerce capabilities are designed to connect video engagement with product discovery, interactive advertisements and transaction-oriented experiences. This creates additional opportunities for operators, advertisers, brands and commerce partners to build monetization experiences around digital video.

Microdrama and Flexible Monetization

The platform also supports short-form and microdrama entertainment experiences alongside traditional television and streaming content.

Streamplay is designed to support multiple monetization models, including subscriptions, premium memberships, pay-per-view and tiered content access, allowing operators to configure their commercial strategy according to their audience and market.

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Streamplay is an AI-powered streaming ecosystem that unifies content, live entertainment, intelligent discovery and monetization, helping operators deliver personalized experiences.”

Vishal Arya, Chairman & Group CEO, Streamplay Incorporated

“Content fragmentation has become one of the defining challenges in modern entertainment,” said [Vishal Arya](#), Chairman and Group CEO of MatchBest Group.

“Streamplay is designed to give operators one platform for aggregation, live entertainment, intelligent discovery and new monetization experiences.”

Built for B2B White-Label Deployment

Streamplay is offered as a customizable B2B white-label

platform. Deployment scope, third-party integrations, content availability, licensing and supported services may vary based on customer requirements, geography and applicable



Vishal Arya, Founder and CEO of Streamplay, leads the development of an AI-powered OTT ecosystem designed to unify streaming, content discovery and monetization.

content rights.

The platform is designed to help telecom companies, broadcasters, media organizations, sports businesses and entertainment operators establish their own branded digital streaming ecosystems while maintaining greater control over the customer experience.

About Streamplay

Streamplay, a MatchBest Group platform, is a B2B white-label OTT and digital entertainment platform focused on content aggregation, live TV, AI-powered discovery, interactive advertising, microdrama, monetization and commerce-oriented viewing experiences. The platform is designed for deployment across web, mobile and smart TV ecosystems.

About MatchBest Group

MatchBest Group is a global technology company developing AI-powered platforms across digital entertainment, creative technology, wellness, customer experience and other technology-driven industries. Its portfolio includes Streamplay and other specialized technology platforms serving businesses and consumers across global markets.

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The graphic for Streamplay features a dark blue background with a world map showing global expansion. At the top, the Streamplay logo is accompanied by the text 'AI-POWERED WHITE-LABEL OTT PLATFORM'. Below this, a tagline reads 'Unify Content. Engage Viewers. Monetize Everywhere.' and a description states 'Streamplay is a next-generation white-label OTT platform that unifies content aggregation, live TV, AI-powered discovery, interactive advertising and commerce into one connected streaming ecosystem.' The central part of the graphic displays various icons and text boxes representing platform features: 'OTT AGGREGATION' (One platform. All your content.), 'LIVE TV & REAL-TIME STREAMING' (News, sports, events and more.), 'AI-POWERED DISCOVERY' (Smarter recommendations. Better engagement.), 'INTERACTIVE ADS & COMMERCE' (From watching to shopping in-stream.), 'FLEXIBLE MONETIZATION' (Subscriptions, PPV, premium tiers & more.), and 'WEB, MOBILE & SMART TV' (Seamless experience across all screens.). A central image shows a laptop, a smartphone, and a smart TV displaying the Streamplay interface. To the right, a world map highlights expansion into 'USA' (Headquarters: Palo Alto, CA), 'IRELAND', 'UAE', 'KSA', 'INDIA', and 'SINGAPORE'. Below the map, text reads 'GLOBAL EXPANSION: Expanding our footprint across key markets to empower partners worldwide.' At the bottom, a section titled 'BUILT FOR A NEW ERA OF ENTERTAINMENT' lists 'One platform. Endless possibilities.' and 'CONTENT WITHOUT BOUNDARIES. EXPERIENCES WITHOUT LIMITS. GROWTH WITHOUT COMPROMISE.' Below this, icons represent 'TELECOM OPERATORS', 'BROADCASTERS & MEDIA COMPANIES', 'ISPs & DIGITAL SERVICE PROVIDERS', 'SPORTS LEAGUES & ORGANIZATIONS', and 'OTT PLATFORMS & CONTENT OWNERS'. On the far right, a section titled 'BUILT FOR OPERATORS' lists 'Empowering telecoms, broadcasters, media companies and digital entertainment businesses.', 'SCALABLE & SECURE' (Cloud-native architecture delivering high performance, reliability and enterprise-grade security), and 'PARTNER-FOCUSED APPROACH' (Flexible integrations, white-label branding and dedicated support for long-term growth).

Streamplay expands its AI-powered white-label OTT ecosystem globally, connecting content aggregation, live TV, intelligent discovery, interactive commerce and monetization across key international markets.

This press release can be viewed online at: <https://www.einpresswire.com/article/935005990>

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