

Bitcentral gets going with FUEL

Michelle Clancy | 13 April 2018

Linear on-demand platform provider LOD Bitcentral has launched the FUEL workflow system.



The digital platform offers **personalised** channels in a cloud-based solution, delivering stories viewers are interested in, when and where they want to consume them, across all platforms. Viewers can watch a newscast or programme from the start whenever they access it, coupled with stories or content personalised to each viewer.

Named FUEL for the way it powers the delivery of streaming digital content, the modular platform enables content owners and creators to monetise their existing media assets through advertising. FUEL's offer operators integrated workflow combined with a server-side streaming engine.

"Since viewers will be able to watch a newscast from the beginning any time they want, personalised to their viewing preferences on their TV, phone, tablet or computer, this will open up new revenue streams," said **Bitcentral** founder and CEO Fred Fourcher. "Plus, FUEL will give media companies the right tools, the right products and importantly, the right analytics to better monetise their content and advertising across all platforms. FUEL helps overcome the lack of monetisation on YouTube and Facebook by teasing content on social media and monetising it on a broadcaster-controlled platform."