



GodwinOTT use cases

Eight kinds of client, what each needs, what GodwinOTT does for them, and a first step for each.

OCTOBER 2026

Each section is written for one kind of organisation. Read the one closest to you. Every screen named here is in the product today, and most of the pictures are taken straight from it with demo channels.

A regional TV network going direct

THE SITUATION

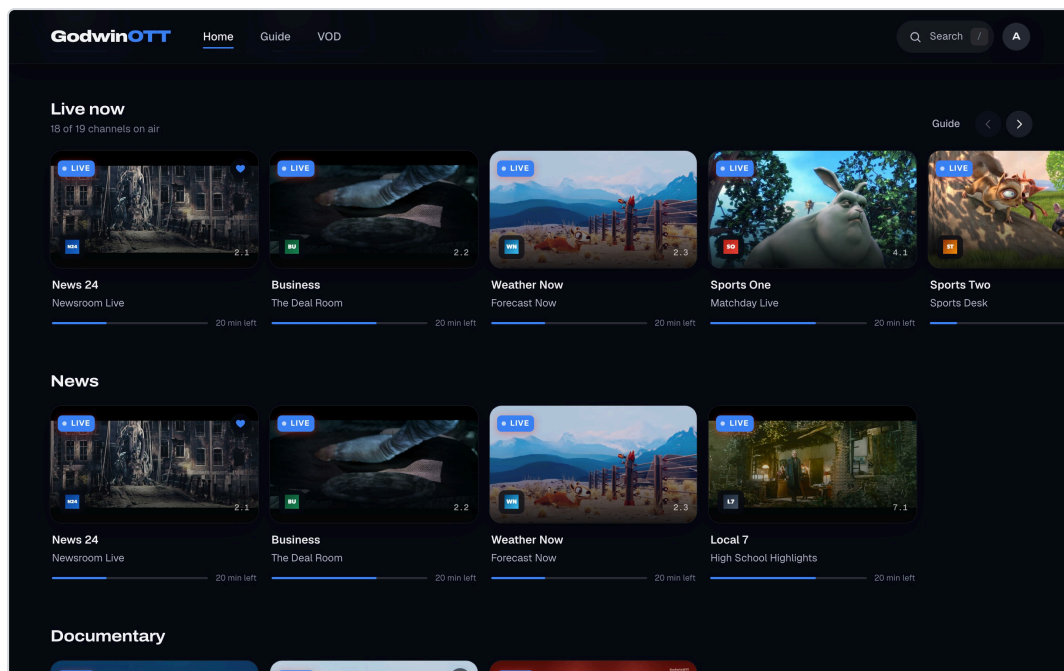
You broadcast a set of channels over the air or on cable. Viewers increasingly ask where they can watch online, and you would rather they found you than a pirate stream.

WHAT YOU NEED

A site under your own name with every channel, numbered the way viewers know them, and a guide that is right.

WHAT YOU GET

The lineup shows channel names and numbers the way viewers know them from broadcast (8.1, 8.2 and so on), in the right order. The Channels screen lets your team take a channel off the lineup within about ten seconds when rights require it, with Undo. The guide fills itself from your existing guide data every 30 minutes. Favourites keep a viewer's own channels at the top. Analytics shows which channels are watched at which hours, by weekday, from your own data with no outside tracker. Branding sets your name, colours and logo without a redeploy.



Every channel shows a recent picture, its number and what is on now, with the time left (demo channels shown).

A FIRST STEP

Send us your channel list and a sample of your guide data. We will show you your own lineup and guide on a test domain behind the launch PIN.

A church or ministry network

THE SITUATION

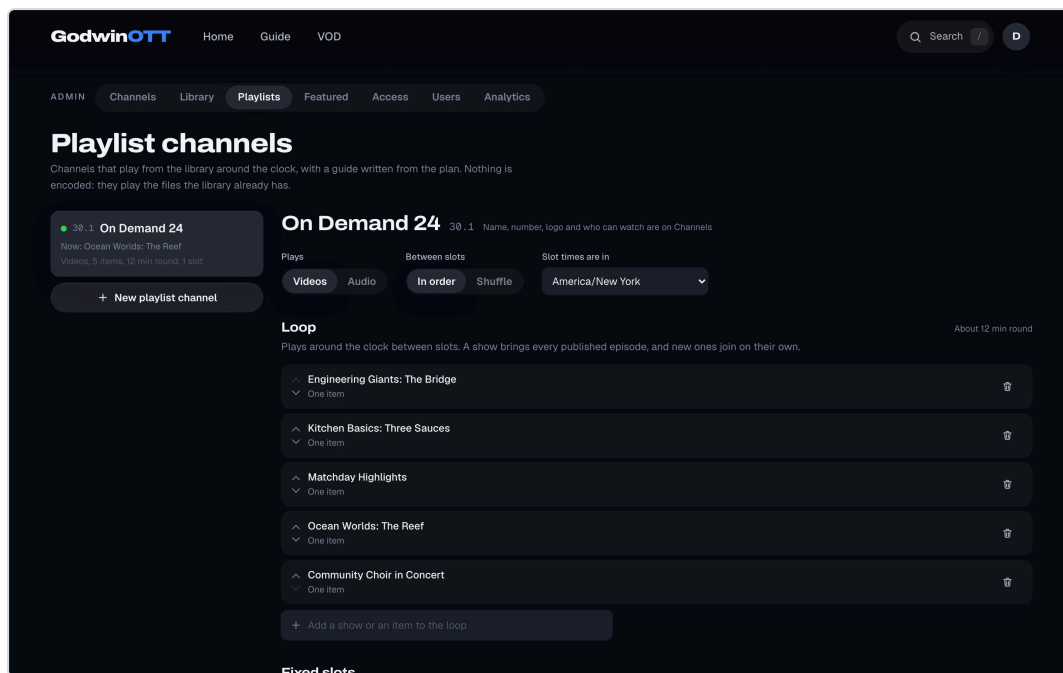
You stream a Sunday service live, and you also produce daily devotionals, teaching series and radio programmes that sit on a shared drive.

WHAT YOU NEED

The live service, an archive people can find, and something playing at three in the morning when someone needs it.

WHAT YOU GET

Google Drive sync was built for exactly this pattern: point it at a shared folder of daily episode folders and new episodes appear on their own every 30 minutes, without overwriting anything your team edited. Short devotionals get tall phone shaped cards. The audio player has lock screen controls, so radio programmes keep playing with the phone in a pocket. Your live service is simply another channel on the lineup, and the Featured screen can put it at the top of the home page with a start and end time for Sunday morning. The Playlists screen turns the library into a 24 hour channel, with fixed slots (a morning prayer at 06:00 on weekdays, say) and a loop around them.



A 24 hour channel built from the library, with a loop of shows and fixed time slots.

A FIRST STEP

Share one Drive folder with us. We will sync it and build a sample playlist channel from it, so you can see a week of the schedule in the guide before you decide anything.

A diaspora broadcaster

THE SITUATION

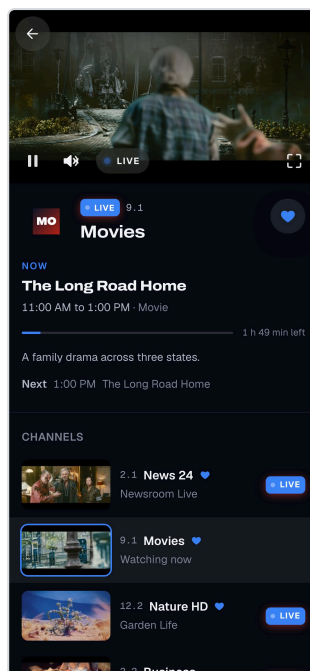
Your audience lives far from your studio, spread across several countries, and is willing to pay to stay connected to home.

WHAT YOU NEED

Reach abroad, paid access, and protection against one subscription being shared across a family group chat.

WHAT YOU GET

Pages open quickly far from home: in a test from India against a server in the United States, every page began to draw in a tenth of a second. We place your video server with you, close to where most of your viewers are. Billing runs through your own Stripe account or, if many of your payers are in India, Razorpay. Locked streams (the DRM key gate) mean a copied link plays only for a paying subscriber, and you cap how many devices one account can watch on at once.



A live channel on a phone, with what is on now and next and the other channels below it.

A FIRST STEP

Tell us where your viewers are and which currency they pay in. We will set up test plans against your provider's test keys, and you can try a checkout from a phone abroad before any real money moves.

A school district or university

THE SITUATION

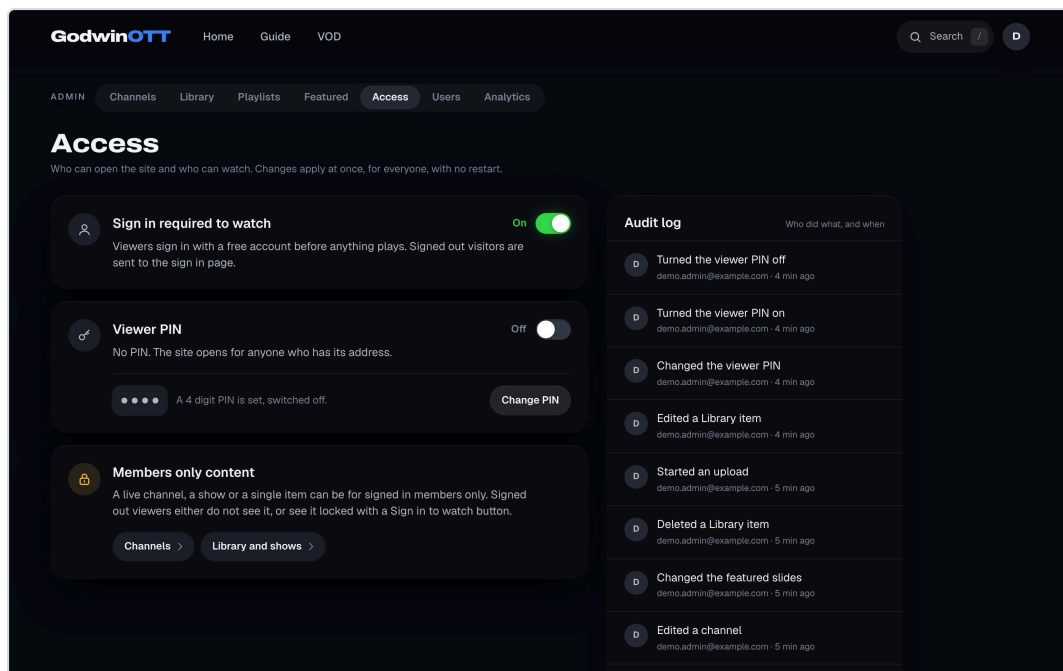
You have lectures, assemblies, sports and events. Some should be public. Some are for students and staff only.

WHAT YOU NEED

Control over who sees what, a way to publish recordings without an engineer, and a way to deal with a misbehaving account.

WHAT YOU GET

"Who can watch" is set per channel, per show and per item: everyone, members or subscribers, and either hidden from or locked for anyone signed out. The launch PIN keeps the whole site private while you prepare. A staff member drops in an MP4 and it is ready to play, with no converting. YouTube import brings an existing archive in under the same player controls. The Users screen blocks an account at once, ending every session it has, and shows what that account watched in the last 30 days. With accounts switched off for a public channel, anyone can watch and members content stays locked.



Access settings decide whether viewers must sign in, set a PIN before launch, and mark content as members only.

A FIRST STEP

Pick one channel and one show for a pilot. We set them up behind the launch PIN with a members only lock, so your staff can try it before anyone else sees it.

A sports league

THE SITUATION

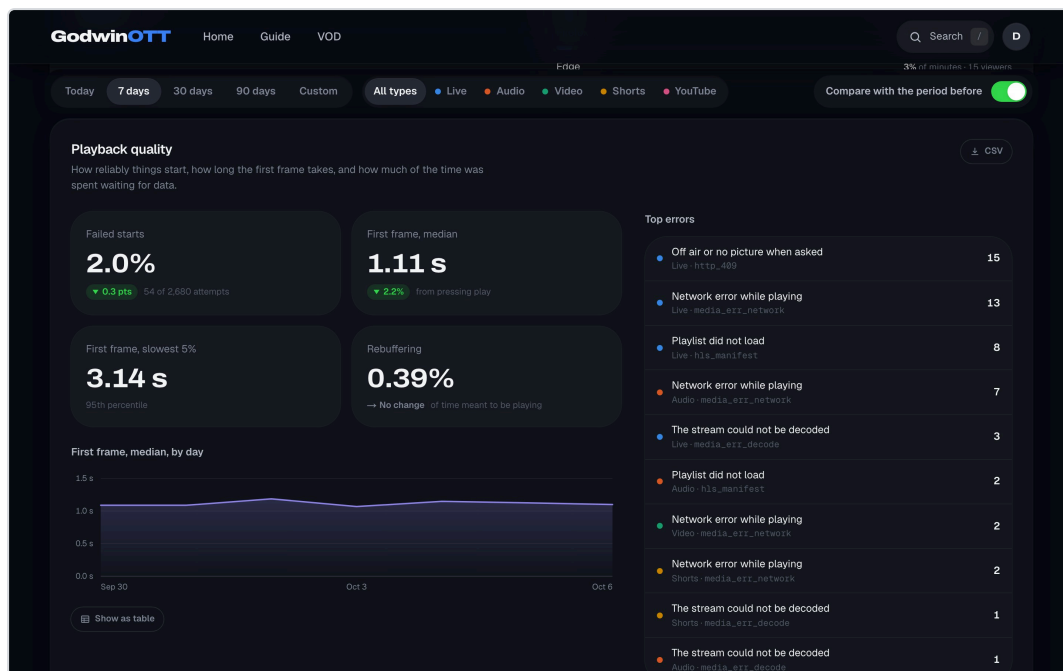
You have rights to your own matches and want to sell access directly, rather than through a platform that keeps a share and the customer list.

WHAT YOU NEED

Paid access, subscriber only channels, and as little link sharing as you can manage.

WHAT YOU GET

Subscriptions through your own payment account with trial days and a three day grace period. Channels and shows marked subscriber only. The DRM key gate with a cap on devices per account, which shows a viewer "Already playing on 2 devices. Stop one of them to watch here." The quality section of Analytics shows failed starts and buffering, so you see a bad match day as it happens.



Failed starts, time to first picture and buffering, with the errors behind them (demo data).

A FIRST STEP

Send us your fixture list and the plans you want to sell. We set up a subscriber only channel with test payments, so you can walk a fan from checkout to the first match.

A FAST style operator with a VOD library

THE SITUATION

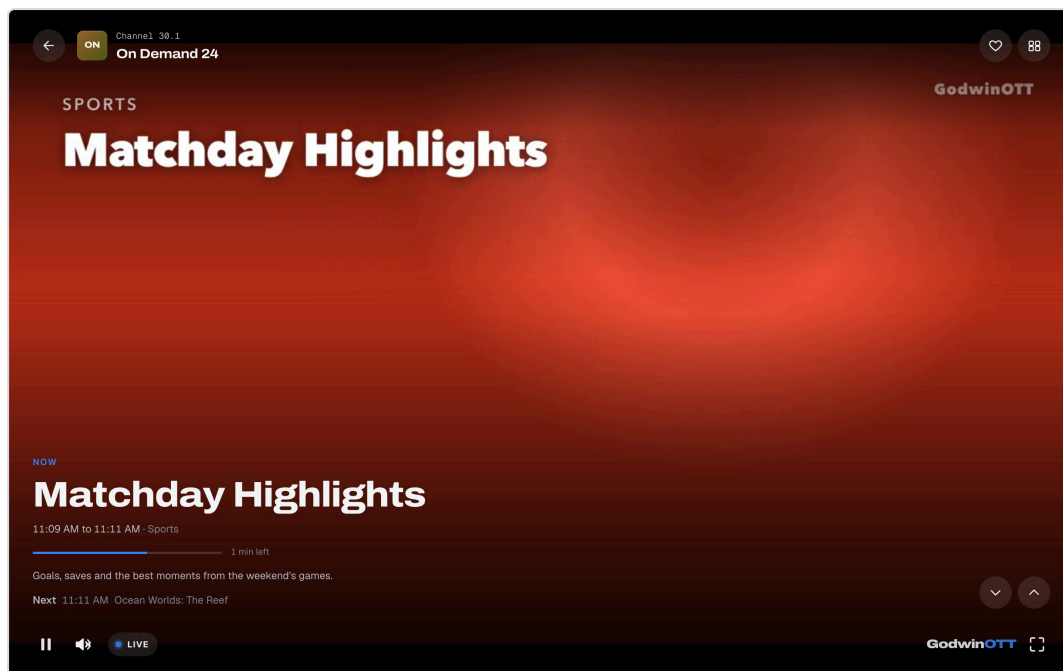
You own hundreds of hours of shows and want to run them as always on channels, the way free ad supported TV services do, without buying a playout server.

WHAT YOU NEED

Several 24 hour channels with a real schedule and a guide, from files you already have.

WHAT YOU GET

The Playlists screen. Each playlist channel is a loop of shows or items, in order or shuffled, plus fixed slots at set times on set days that play the newest or next episode. It plans seven days ahead in the channel's own time zone, through daylight saving changes, and writes the guide itself. Nothing has to be converted again, so there is no wait for files to be processed. Playlist channels appear in the lineup, guide, search and analytics like any other channel.



A 24 hour channel built from the library plays like any live channel, with now and next.

A FIRST STEP

Pick two shows and a time slot. We will build one channel from them so you can watch the schedule run for a week.

A subscription premium channel

THE SITUATION

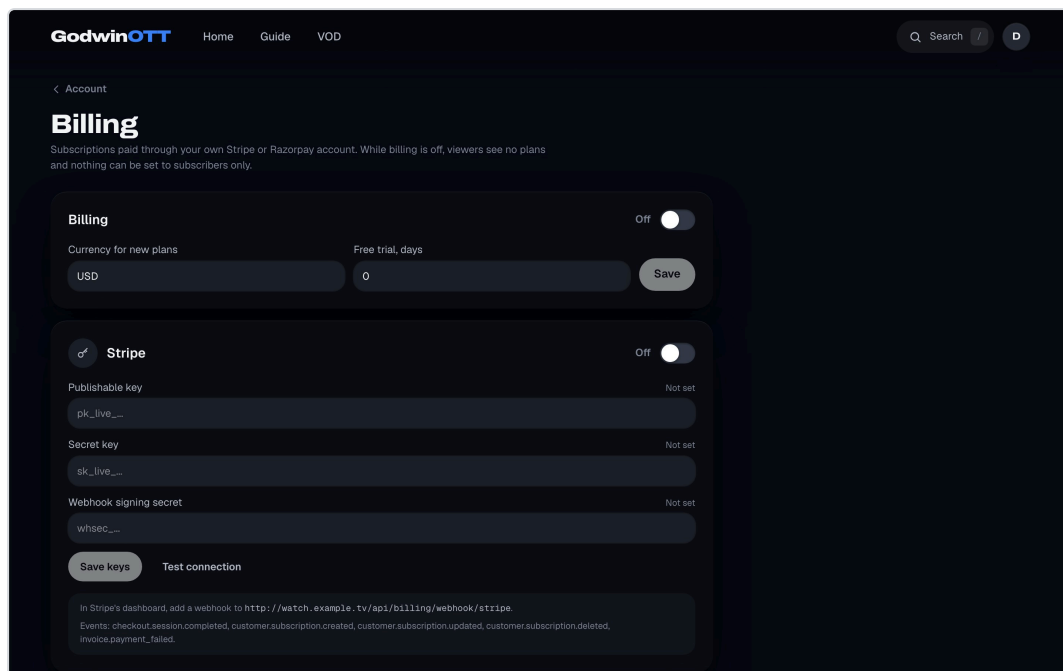
You run one or a handful of channels with content people pay for, and you want the money and the subscriber list to be yours.

WHAT YOU NEED

Plans, trials, a checkout, a way to cancel, and knowing who watches what.

WHAT YOU GET

Checkout on your provider's hosted page. Trial days. Stripe's customer portal for card changes and cancellation; Razorpay cancels at the end of the paid period. Three days of grace if a payment fails. Each payment is recorded once, even if the provider reports it twice or out of order. Test mode works alongside live mode, so you can rehearse without charging anyone. The key gate against shared links. Per viewer history on the Users screen.



Billing connects your own Stripe or Razorpay account and is ready to switch on when you start charging.

A FIRST STEP

Open a Stripe or Razorpay account in test mode. We connect it on the Billing screen and walk a test subscription through checkout, renewal, a failed payment and cancellation, so you see every state a subscriber can be in.

A government or civic channel

THE SITUATION

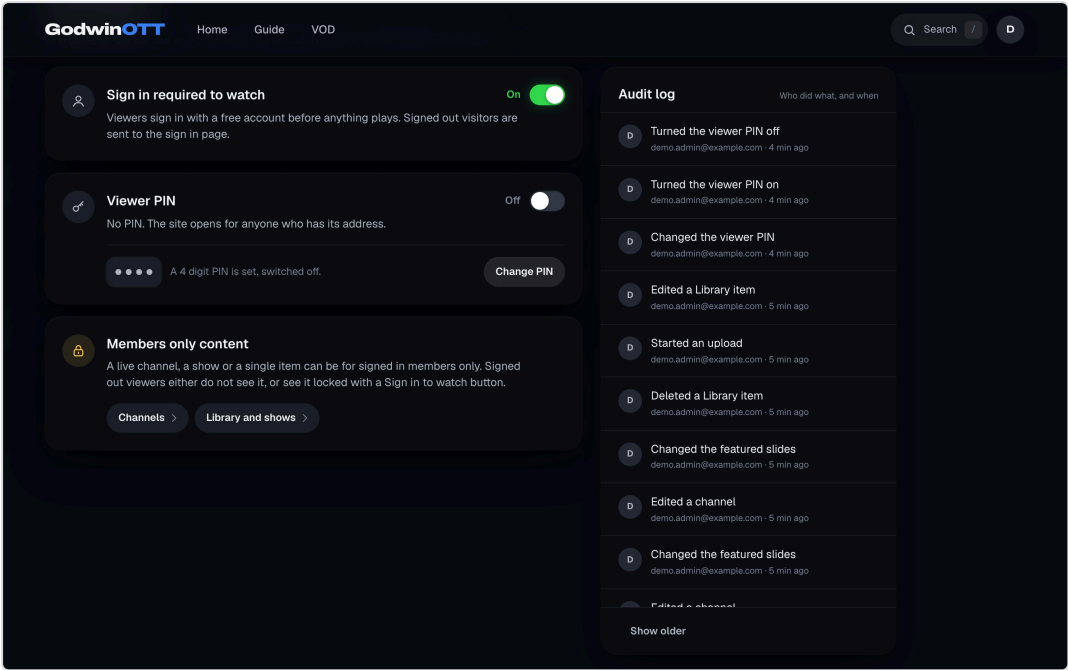
You broadcast council meetings and public information. The public should watch freely, and you answer to people who care how their data is handled.

WHAT YOU NEED

Open access, no tracking, and a record of who changed what.

WHAT YOU GET

Accounts off mode, so anyone can watch without signing up, with a cap on play requests per address that keeps automated scripts from flooding your server. No third party analytics on the site, no stored IP addresses, and a plain words privacy page. The audit log records who did what and when for every admin change. You host it yourselves, on your own machines, so the data never leaves your control. Analytics keep detailed events for 30 days, linkable summaries for 90 and anonymous totals for two years, and deleting an account cuts its viewing history loose from it.



Every admin change is written to an audit log with who made it and when.

A FIRST STEP

Send us a recent meeting recording. We publish it on a test address with open viewing, so your team can see the public view and the audit log side by side.