

# GodwinOTT: scope, timeline and cost

How a GodwinOTT launch runs, how long each part takes, what it costs to run, and how our fees work.

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## How we work

A launch has seven phases. Some overlap, and a few move at the pace of steps on your side, such as opening a payment account or approving a Google consent screen. The durations below are typical for a client with channels already running as HLS. A client with a clean channel list and a guide feed moves faster. A client whose channels first need a packager set up takes a little longer, and we plan that with you in discovery.

The provisioning itself (servers, DNS, the first sign in) is about a working day for someone experienced, once your machines and accounts are ready. Most of the calendar time in a launch goes on your content and your decisions.

## Phases

| Phase                          | What happens                                                                                                                                   | Typical duration                            | What you supply                                                                                                              |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| 1. Discovery and content audit | We go through your channels, rights, guide data, on demand library and who should see what. We agree which features you switch on for day one. | 1 to 2 weeks                                | Your channel list, rights notes, a sample guide file, a look at your library, the people who will run the admin side.        |
| 2. Provisioning and domain     | We set up your domain, your servers and the website, and your first super admin signs in.                                                      | 2 to 5 working days                         | Domain in a Cloudflare account, server or VPS access, a Google OAuth client (we walk you through it), stream origin details. |
| 3. Branding and lineup         | Name, colours, logo, privacy text, channel names, numbers, categories and logos. The site stays behind the launch PIN.                         | 3 to 5 working days                         | Logos (SVG or PNG), colours, the wording you want, your privacy text or your lawyer's notes.                                 |
| 4. Guide, library and featured | Guide import running, on demand library loaded or syncing from Drive, playlist channels built if you want them, home page slides chosen.       | 1 to 3 weeks, mostly driven by library size | Guide source, video files or a Drive folder, cover pictures if you have them, the first slides.                              |

| Phase                           | What happens                                                                                                                       | Typical duration | What you supply                                                                                    |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------|
| 5. Accounts, billing and access | Sign in mode, who can watch what, plans and trials if you charge, the DRM key gate if you want it. Test subscriptions end to end.  | 1 to 2 weeks     | Stripe or Razorpay account (test keys first, then live), prices and plan names, your access rules. |
| 6. Soft launch                  | A small group of real viewers, behind the PIN or by invitation. We watch the quality numbers in Analytics and tune what they show. | 2 to 4 weeks     | A list of test viewers, a support email that someone reads.                                        |
| 7. Launch                       | PIN off, announcement, close watch on the first week.                                                                              | 1 week           | Your announcement, someone on hand to answer viewers.                                              |

Put together, that is 6 to 12 weeks from the first meeting to a public launch.

## Running costs

These are typical public prices for the infrastructure you pay for directly, as of October 2026.

| Item                    | Typical cost                          | Notes                                                                                                                                                  |
|-------------------------|---------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Cloudflare              | \$0                                   | Free plan. The platform needs no paid Cloudflare feature.                                                                                              |
| Domain name             | \$10 to \$20 a year                   | Depends on the ending (.com, .tv and so on). .tv names often cost more.                                                                                |
| VPS for the data origin | \$5 to \$60 a month                   | Depends mostly on how much monthly transfer is included. This is where your bandwidth cost sits.                                                       |
| Extra bandwidth         | Set by your provider                  | Each viewer pulls about 1.8 Mbps. One viewer hour is roughly 810 MB, so 1 TB covers roughly 1,200 viewer hours.                                        |
| The box                 | \$0 if you use your existing head end | Otherwise a Linux machine or dedicated server with about 2 GB of memory spare for the app. A rented dedicated server is roughly \$50 to \$150 a month. |
| HLS packager            | Your choice                           | Flussonic is priced by its vendor. Other packagers connect through the M3U adapter.                                                                    |
| Google sign in          | \$0                                   | A Google OAuth client has no charge.                                                                                                                   |
| Payments                | The provider's per transaction fees   | Stripe or Razorpay charge you directly at their published rates. We take no share.                                                                     |

There is no per viewer fee and no platform fee to us based on audience size. Doubling your audience doubles your bandwidth bill and nothing else.

## Our fees

Our fees are quoted per deployment after a short call, once we know your channels and what you want on day one. The quote covers discovery, the build and launch (phases 2 to 7), and monthly operations: updates, backups checked, monitoring and small changes. New features you want added later are quoted one at a time.

## Ways to pay

You can pay in one of two ways.

The first is a one time build fee, paid in parts at agreed milestones (for example at the start, at soft launch and at launch), followed by a monthly operations fee for as long as you want us looking after it.

The second spreads the build fee across monthly payments over an agreed term, together with operations, so the cost sits in one predictable monthly line.

Either way, the servers, accounts and data are in your name from the first day. We agree the milestones with you on that first call.

## What happens after launch

We keep an eye on health and quality for the first weeks. Updates tag the running image first, so any update rolls back with one command. Database backups run nightly and are kept two weeks on the box, and we set up a second copy off the box with you.