



mileto

XAB SHOW

The Importance of Personalization, AI-Powered Search and Discovery, and White-Label Options for Streaming Monetization

Tzvi Gerstl – EVP Media Technology, Synamedia

Renato Svirsky – Founder & Director, Mileto Tecnologia



Synamedia & Mileto: fusing growth and technology



Mileto acquired the Oi Satellite TV business in 2025 – from that time, Mileto has been prioritizing the launch of a new OTT product



Mileto has the need to create a new OTT offering with the features, quality and scalability required to meet their aggressive growth plans



As Mileto's subscribers begin to move off DTH, it is critical that Mileto has an OTT offering that is top-tier to retain those subscribers

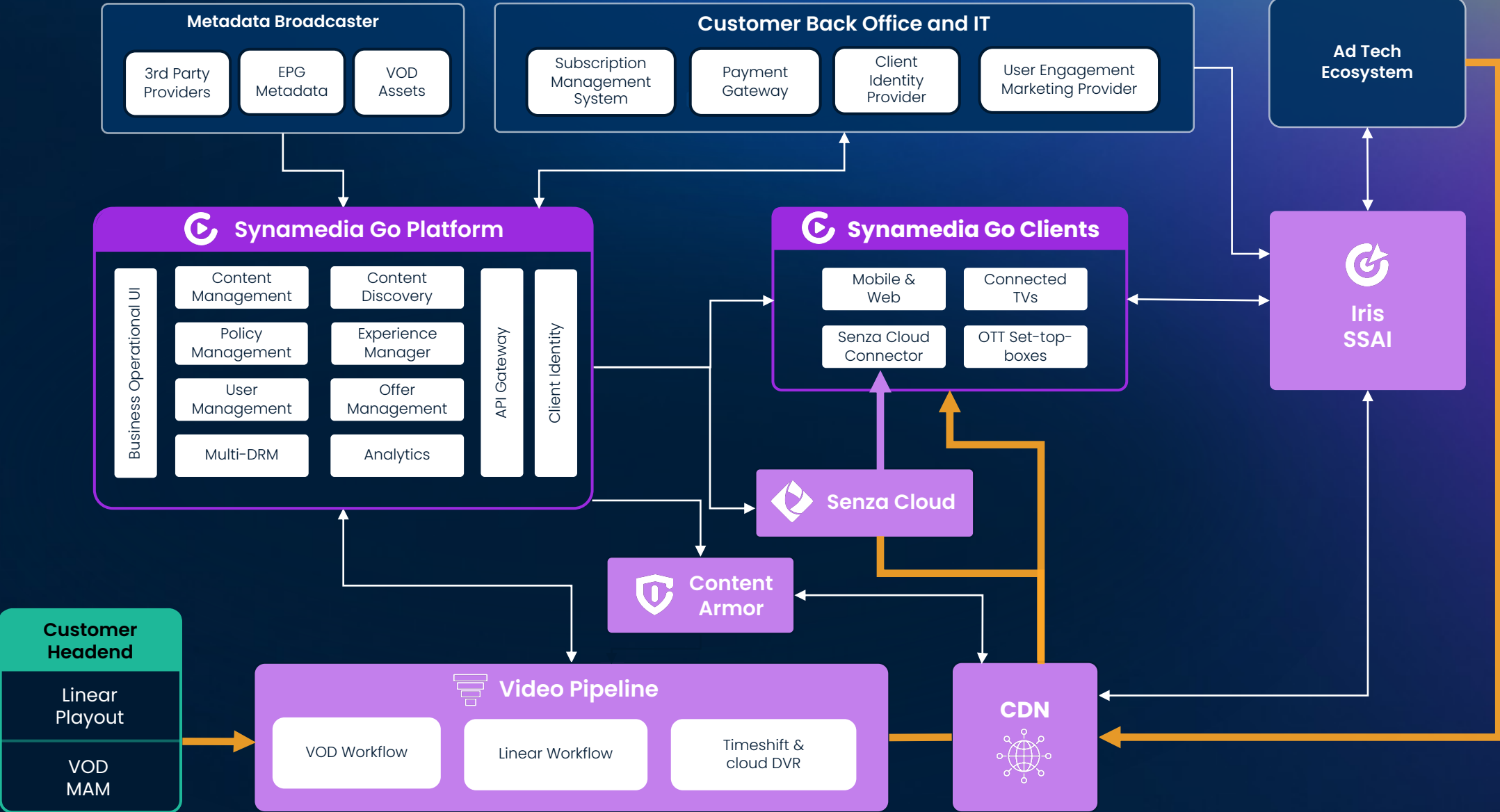


Mileto's ambition is to quickly create an OTT offering with a technology partner that is constantly innovating and pushing the boundaries

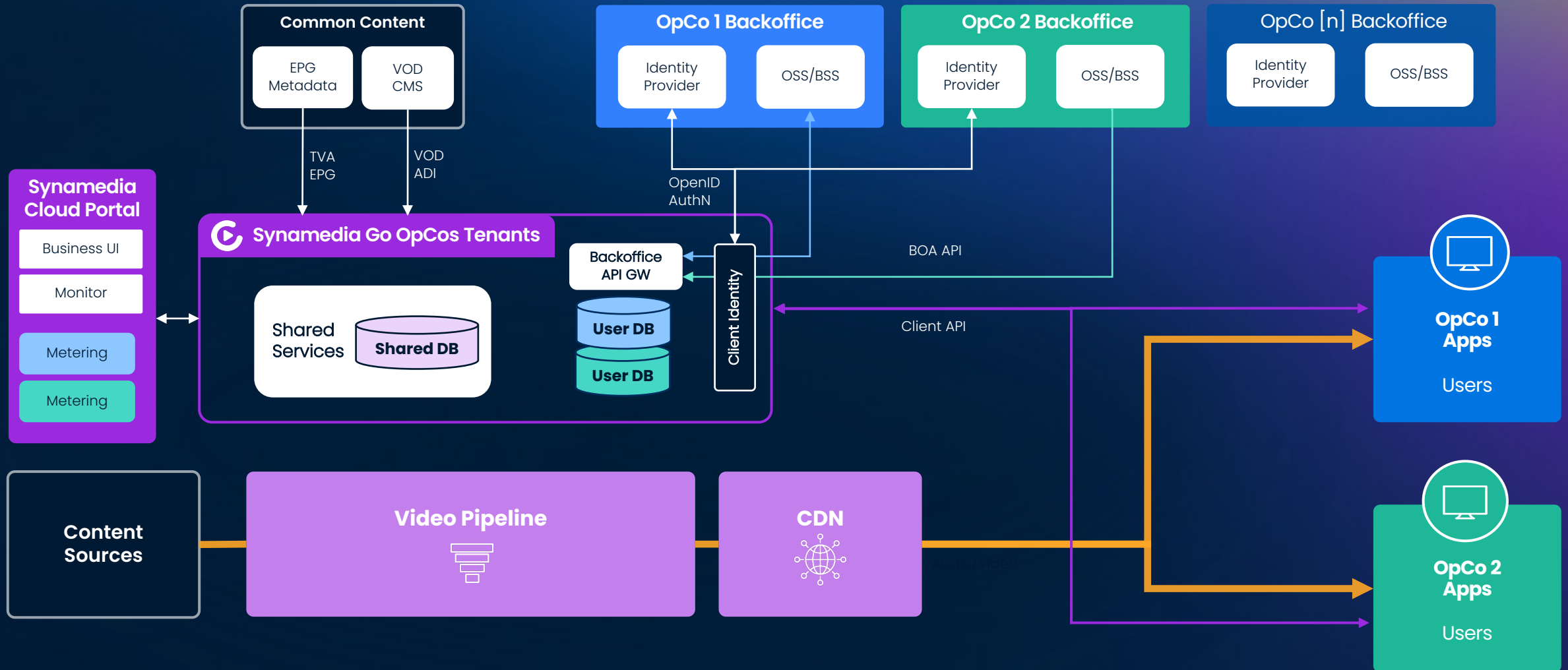


Synamedia is providing its next-generation Multi-OpCo platform to deliver personalized viewing experiences with AI-powered discovery and recommendations





Synamedia Go Workflow



Multi-OpCo Support



Growth Plans and Supporting Technology

-  Mileto plans to grow rapidly geographically, offering a range of OTT-driven services
-  Growth will be driven heavily through ISP partners white-labelling the service
-  A focus on creating exceptional customer experiences as a cornerstone of growth
-  Synamedia will support Mileto to enhance, differentiate, and monetize the service
-  Support for Multi-Opco deployment will be delivered via the Synamedia Go platform
-  Synamedia will introduce innovation initiatives, such as Senza Ignite

