



PROJECT PROFILE · STREAMING PLATFORM

Akash OTT

Your favourite shows, anytime — on any screen.

International English Edition · v1.0 · 24 August 2026

Parent group	Yess Bangla Private Limited
Category	Streaming Platform
Founded	2022
Reach	Available in 40+ countries
Audience	Households, content fans and brands seeking digital reach.
Web	www.akash.tv

01

THE VENTURE

Overview

Akash OTT is the digital home for Bangla storytelling — feature films, web series, live TV simulcasts and exclusive premieres, available on mobile, web and smart TV with personalised recommendations and offline downloads.

02

WHAT WE DELIVER

Highlights

- On-demand films, series and originals
- Live TV streaming across devices
- Personalised recommendations
- Multi-device support — mobile, web, smart TV

Yess Bangla Private Limited

Office: Block-A, Road-3, House-127 (Green View) (1st Floor), Mirpur-12, Dhaka-1216

Corporate Office: Section-11, Block-A, Main Road-3, Plot-10, Mirpur, Pallabi, Dhaka - 1216

Cell : +88 01916211111 E-mail : yessbangla.bd@gmail.com Web : www.yessbd.com

03

OFFERINGS

Services

Subscription Streaming · Original Content · Live TV · Brand Partnerships

04

WHY CLIENTS CHOOSE US

Signature strengths

Adaptive streaming

DRM-protected delivery from 144p to 4K with sub-2s start times.

Originals studio

A pipeline of platform-exclusive series and films across genres.

Smart discovery

ML-driven recommendations, watch-party mode and continue-watching across devices.

05

CASE STUDY

In practice

Challenge

Bangla-speaking audiences worldwide were stitching together piracy sites, social clips and regional apps — there was no premium, legal, mobile-first home for Bangla content.

Our solution

Akash OTT shipped a DRM-protected, multi-CDN streaming platform with a curated library, exclusive originals and a recommendation engine tuned for Bangla viewing patterns.

Delivery phases

1. Discover

Diaspora research across 6 markets, content licensing audit and a pricing study.

2. Design

Cross-device UX (mobile, web, smart TV) with offline-first flows and family profiles.

3. Build



Multi-CDN delivery, Widevine/FairPlay DRM, payments in BDT/USD/AED and analytics.

4. Launch & grow

Hero original premiere, performance marketing in 12 markets and weekly cohort tuning.

06 TOOLING

Capabilities & stack

React Native, Next.js, Shaka Player, AWS MediaConvert, Cloudflare Stream, Stripe

07 RESULTS

Measured outcomes

Countries served	40+
Avg. start time	1.6s
Day-30 retention	48%
Originals shipped	20+

08 TESTIMONIAL

Client voice

"We premiered our feature on Akash OTT and saw 1.4M unique viewers in the first ten days — across Bangladesh, the Gulf and the UK. Their distribution and DRM stack just works."

— Imran Hossain · Executive Producer, Goldfish Films

09 NEXT STEPS

Talk to us

Reach out to our enterprise desk for a tailored proposal, references on request, and NDA-ready discovery.

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