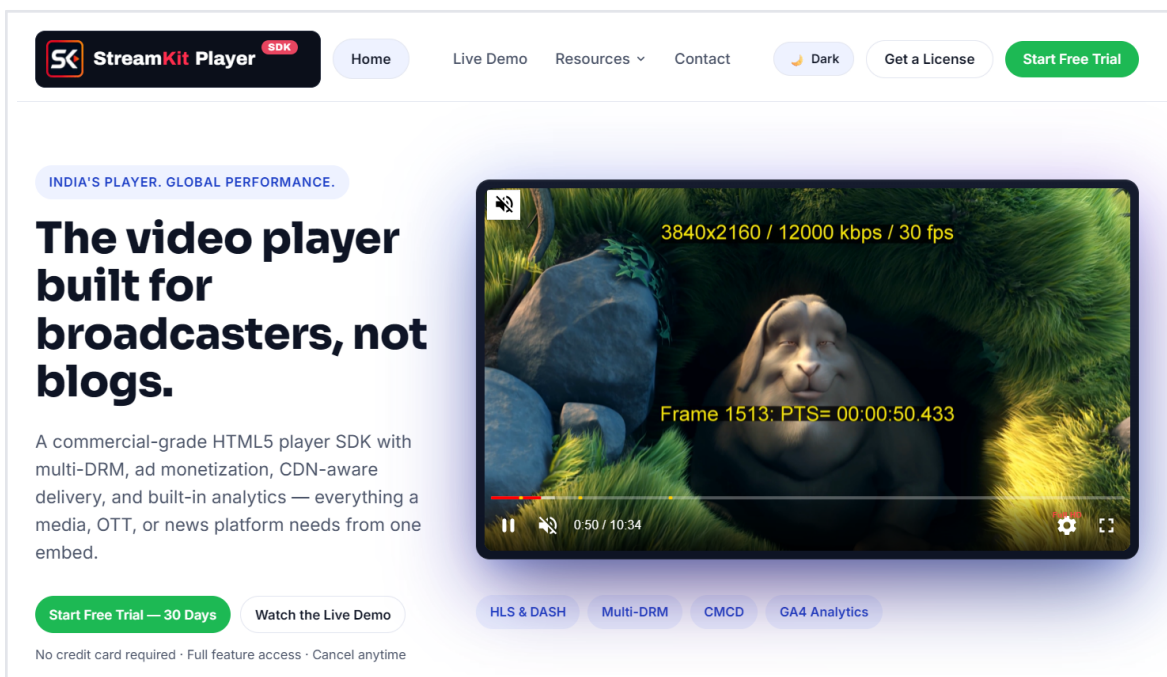


FOR IMMEDIATE RELEASE

StreamKit Launches Enterprise Pilot Program Offering Next-Generation HTML5 Video Player Free of Charge to Digital Publishers & Broadcasters

Open to all publishers and broadcasters worldwide, with permanent free access for verified NGOs and nonprofits — plus hands-on integration support from founder Sunil Kumar to unlock immediate ad fill-rate gains, sub-second latency, and measurable streaming revenue growth.

NOIDA, India — September 18, 2026 —



The StreamKit Player SDK live demo — 4K adaptive playback, real-time bitrate/frame stats, and the streamkit.in product site.

StreamKit today announced the global launch of its Enterprise Player Pilot Program, inviting digital news publishers, OTT networks, and live broadcasters to deploy its proprietary, lightweight HTML5 Video Player SDK completely free of charge. Engineered to outperform legacy commercial players burdened by excessive script weight and complex plugin layers, StreamKit provides zero-dependency performance in-browser and on Smart TV WebViews, alongside server-side ad insertion (SSAI) for Connected TV apps and other environments where client-side ad SDKs aren't supported — plus native support for low-latency HLS, MPEG-DASH, multi-DRM security, and high-efficiency ad monetization engines.

Under this initiative, StreamKit founder and veteran streaming architect Sunil Kumar—who has engineered and operated enterprise media pipelines for industry-leading brands including Aaj Tak, India Today, and NDTV—will personally collaborate with participating engineering and monetization teams. Kumar will oversee integration, audit and optimize VAST/VPAID tags, configure SCTE-35 cue signaling, and tune client-side and server-side ad delivery architectures to maximize inventory fill rates and yield.

Eliminating the Compromise Between Playback Speed and Ad Monetization

Modern commercial web players frequently introduce significant runtime bloat and sluggish ad mediation, resulting in dropped impressions, delayed first-frame rendering (TTFF), and lost revenue during peak traffic surges. StreamKit was architected from the ground up to solve these core bottlenecks:

- **Zero Framework Dependencies:** Drop-in, ultralight HTML5 architecture optimized for maximum stability across desktop and mobile browsers, plus Smart TV WebViews (Samsung Tizen, LG webOS).
- **Advanced Low-Latency & Packaging:** Native playback across HLS, MPEG-DASH, CMAF, and LL-HLS with intelligent ABR ladder adaptation designed to slash buffering ratios and eliminate startup lag.
- **Full-Stack AdTech Integration:** Deeply integrated with Google IMA SDK (CSAI), Google DAI, and Prebid.js video header bidding for browser-based playback, with AWS MediaTailor SSAI delivering frame-accurate SCTE-35/104 ad insertion on Connected TV apps and other environments where client-side ad SDKs can't run.
- **Multi-DRM Content Protection:** Seamless, enterprise-grade license exchange handling for Apple FairPlay, Google Widevine, and Microsoft PlayReady.

"Over two decades of architecting enterprise streaming infrastructure serving millions of daily active users, I have seen publishers bleed monetization potential due to unoptimized waterfalls, tag timeout failures, and player bloat. We are not just offering our player SDK for free—I am personally working alongside participating media companies to audit their ad tags, clean up VAST delivery, and directly prove the revenue uplift on their own dashboards before they pay a single dollar."

— Sunil Kumar, Founder & Principal Solution Architect at StreamKit

Kumar brings an established track record of delivering measurable commercial impact, having engineered player modernizations that drove a +370% ad revenue uplift at Aaj Tak Live TV and a +50% yield expansion at NDTV Convergence via header bidding integration.

Pilot Program Inclusions & Onboarding Details

The StreamKit Pilot Program is open to all digital news publishers, FAST channel operators, broadcast networks, and OTT platforms worldwide — no invitation or slot limit required. Verified nonprofits and NGOs receive free access permanently, in recognition of their public-interest mission. Commercial publishers and broadcasters receive full access free for 90 days from onboarding, with transparent, published pricing thereafter. Participating organizations receive:

- 1. Full Commercial Access:** Full deployment access to the StreamKit HTML5 Player SDK — free for 90 days from onboarding for commercial publishers and broadcasters; free permanently for verified NGOs and nonprofits, subject to fair-use limits.
- 2. Comprehensive Ad Stack Audit:** Direct verification and troubleshooting of ad tags (VAST/VPAID), timeout thresholds, and mediation waterfall rules.

3. Performance Optimization: Custom player branding, Core Web Vitals profiling, and origin/CDN delivery tuning.

Media companies and publishing executives can explore the interactive player demonstration at **player.streamkit.in** and apply for immediate onboarding at **streamkit.in**. NGOs and registered nonprofits can apply for permanent free access at **streamkit.in/nonprofit**.

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About StreamKit

StreamKit delivers enterprise-grade video streaming software, HTML5 player SDKs, and media infrastructure architecture services for broadcasters, OTT platforms, and digital publishers worldwide.

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