

Top Rated White Label OTT Solutions to Launch Your Streaming Platform in 2027

Building a streaming platform from the ground up is time-consuming and expensive. White label video streaming platforms break these barriers with a ready-to-launch architecture.



Planning to Launch a White Label OTT Platform?

[Talk to an OTT Expert](#)

Faster Time-to-Market

There is no need to spend 12 to 18 months building custom software. Video-first businesses can launch a fully functional, market-ready OTT in as little as 2 weeks.

Lower Development Costs

They eliminate the need to invest high capital in the hiring process and build a complex cloud infrastructure. It offers predictable and cost-effective pricing models based on business requirements.

Complete Brand Ownership

OTT businesses gain 100% ownership over their brand identity since the white label OTT platforms allow them to strip away third-party logos. They can customize logos, colors, and user interfaces.

Built-in Video Monetization

These platforms come with monetization model flexibility. They offer multiple models such as SVOD, TVOD, and AVOD. Content owners can use them separately or can combine them as a hybrid model.

Multi-Device Streaming Support

Offers native cross-platform apps that can be launched across iOS, Android, Web browsers, and popular Smart TV ecosystems such as Roku, Apple TV, Fire TV, Samsung, and LG.

Enterprise-Grade Security

Multi-DRM (Digital Rights Management) such as Widevine and FairPlay, AES encryption, dynamic watermarking, and geo-blocking protect your media assets from unauthorized access.

Comparison Table of the Top 9 White Label OTT Platforms

Platform Name	Customization Level	Monetization Models	Supported Devices	Starting Pricing
VPlayed	Complete customization with full source code access	10+ monetization models including SVOD, TVOD, AVOD, hybrid, FAST & more	Web, iOS, Android, Apple TV, Roku, Fire TV, Samsung, LG	Custom quote
Vodlix	High customization with API access	SVOD, AVOD, TVOD, FAST channels and hybrid	Web, Android, iOS, Apple TV, Roku, Fire TV	Vodlix Cloud starts at \$ 1,550/month
Muvi	No code, moderate customization	SVOD, AVOD, TVOD	Web, Mobile, Apple TV, Roku, Fire TV, LG, Samsung	Starts at \$399/month
Dacast	Moderate customization with white-label player	SVOD, TVOD, AVOD	Web, Mobile, Smart TV	Starts at \$39/month
Brightcove	High customization with Developer APIs and SDKs	SVOD, TVOD, AVOD, and ad ingestion techniques	Web, Mobile, All Major Smart TV OS	Custom quote
Simplestream	Highly customizable with modular app framework	SVOD, AVOD, TVOD, hybrid	Web, Mobile, Apple TV, Roku, Fire TV, Connected TVs	Custom quote
Castr	High player customization with API access	SVOD, TVOD, AVOD, hybrid	Web, Mobile, Smart TV SDKs	Starts at \$16.67/month
Setplex	High customization with middleware and custom app design	SVOD, TVOD, AVOD, hybrid	Web, Mobile, Smart TVs, Set-Top Boxes	Custom quote
Enveu	Highly customizable with API integrations	SVOD, TVOD, AVOD, coin-based microtransactions, hybrid	Web, iOS, Android, Smart TV Platforms	Starts at \$549/month

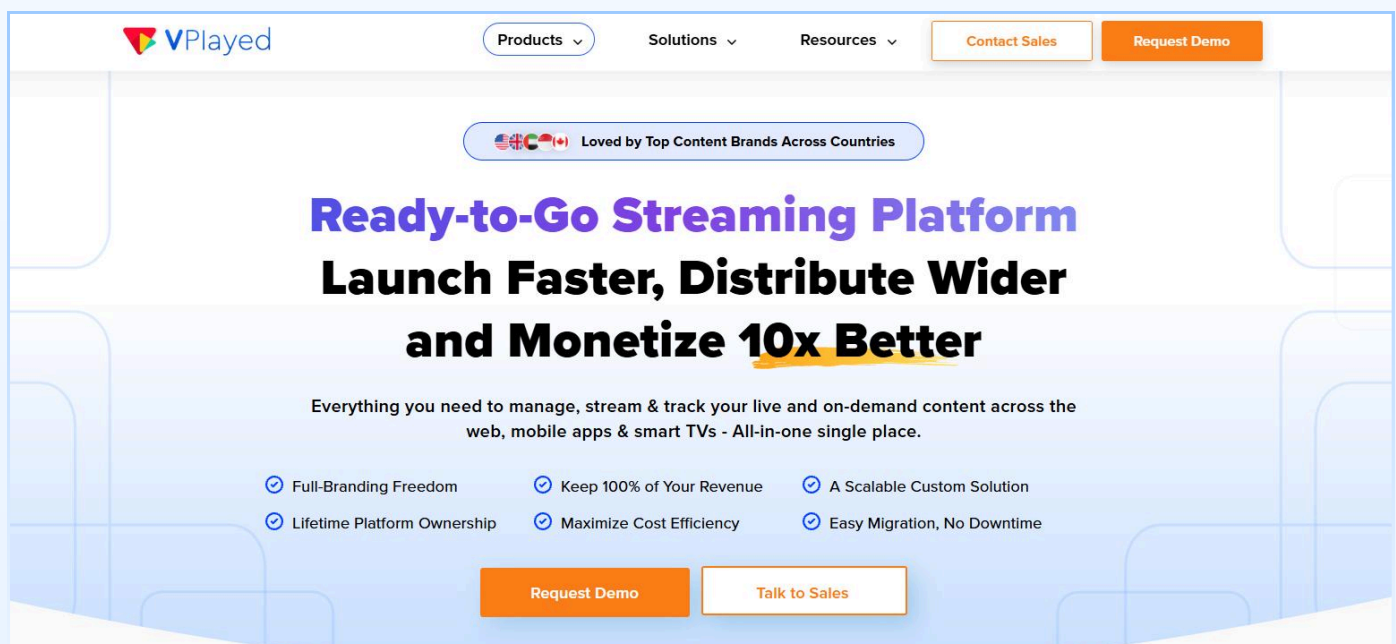
Top 9 White Label OTT Platforms in 2027

An in-depth look into the best white label OTT platforms in the market based on their key features and ideal business use cases.

1. VPlayed

VPlayed is a comprehensive white-label OTT platform that offers complete brand ownership, allowing you to use your own logos, domain names, and interface design. It is first on the list for its 100% source code ownership and zero revenue share model with one-time licensing rather than an ongoing subscription fee model.

Its self-hosted deployment and multi-device support allow versatile platform setup and global streaming with zero buffering across mobile, web, and Smart TVs.



Key Features

- Custom UI branding and localization
- Highly customizable HTML5 video player
- 10+ monetization models including SVOD, TVOD, AVOD and hybrid
- Multi-DRM, geo-blocking, dynamic watermarking
- 200+ third-party integrations support
- Live streaming and VOD support
- Real-time analytics

- Multi-CDN for buffer-free global reach
- Lossless migration support
- Supports rapid launch and rebranding

★ Best For

Broadcasters, media enterprises, faith-based organizations, corporate training, sports organizations, fitness coaches, educators, and content owners with unique streaming needs.

2. Vodlix

Vodlix is a fully white-label VOD platform that lets content owners use custom branding across cross-platform apps. It supports major monetization models such as SVOD, TVOD, AVOD, and hybrid, along with secure video hosting and global CDN delivery.

Vodlix is one of the white-label OTT platforms with zero-code architecture and no transaction fee that offers full control over subscriber analytics, playback, and content management.

Key Features

- Custom player and UI branding
- AI-enabled DRM protection and recommendation engine

- Deep analytics and subscriber dashboard
- Ad network integration
- Smart video CMS with AI-assisted meta tagging
- Automated encoding
- Multilingual UI and AI auto-subtitles
- Cross-device compatibility
- Offline viewing

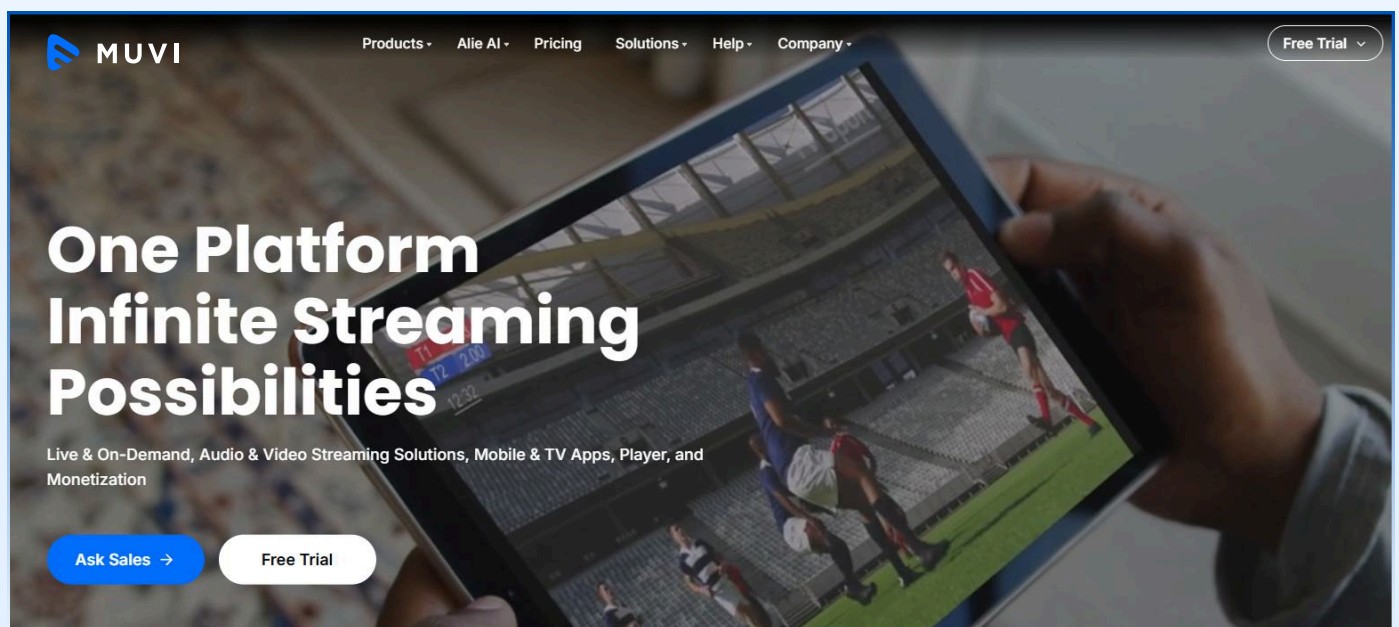
★ Best For

Independent content creators, media startups, boutique broadcasters, and event planners who want to build a direct-to-consumer brand rather than relying on third-party platforms.

3. Muvi

Muvi is referred to as a Netflix-style white label streaming platform for its user-friendly interface. It's an all-in-one SaaS platform with built-in infrastructure that includes an integrated Content Delivery Network (CDN), multi-DRM security.

It offers a no-code minimal setup for fully branded native apps across iOS, Android, Roku, Apple TV, Android TV, Fire TV, and major smart TV platforms. Muvi offers SVOD, TVOD, AVOD, donations, and hybrid models.



Key Features

- Ready-made apps
- Visual designer without code
- Automated metadata
- AI dubbing and translation
- Detailed analytics
- Cloud Playout & FAST Channels
- Multi-CDN delivery
- Live-to-VOD archiving

★ Best For

Mid-to-large enterprises, niche content owners such as education and sports brands, and non-technical teams that need instant native app publishing with no revenue sharing.

4. Dacast

Dacast is an affordable white label streaming platform that offers API and SDK access to launch completely custom OTT apps. Its HTML5 video player is customizable with your brand's custom colors and logo.

The screenshot shows the Dacast website homepage. At the top, there is a navigation bar with the Dacast logo, links for Video Platform, Solutions, Developers, Pricing, and Resources, a search bar, and buttons for Dashboard, Free Trial, and a phone number. The main content area features a 'Stream Video' section with a 'Try our MCP' badge, a description of the platform, and a 'Start Free Trial' button. To the right, there is a video player interface showing two video thumbnails (VIDEO A and VIDEO B) and various analytics charts like Play Rate, Video Plays, Engagement, Consumption per device, Sales, and Top Content.

It uses global CDNs like Akamai to deliver low-latency live streams and VOD across web, mobile, and Smart TVs. It offers security features such as AES encryption and geo-restrictions. Dacast's paywall supports multi-currency, allowing content owners to monetize their video library easily.

Key Features

- Adaptive Bitrate (ABR) streaming
- Simulcasting
- Cloud video recording for live stream repurposing
- Ad insertion (VAST/VPAID support)
- Multi-user access
- Direct M3U8 link generation
- Custom branded video landing pages
- AI-driven Model Context Protocol (MCP) server
- SVOD, TVOD, AVOD support

Best For

SMB media companies, live event broadcasters, and content owners who want to launch a membership-based platform with direct API access.

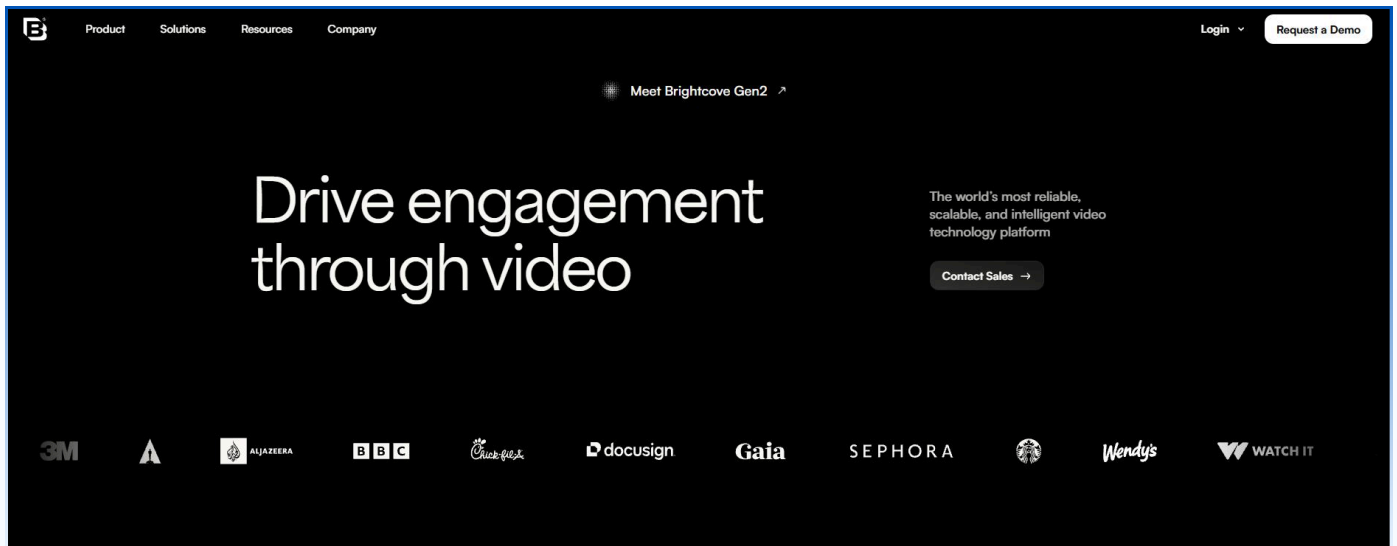
5. Brightcove

Brightcove is an enterprise white label video streaming platform that offers different products for different use cases. It supports both live streaming and VOD with versatile branding options for logos and theme colors.

It comes with context-aware encoding, multi-CDN delivery, and studio-grade DRM security, which makes it perfect for massive concurrent live events. It also features developer SDKs to deploy custom applications.

Key Features

- Supports SVOD, TVOD, and AVOD models
- Server-side ad insertion



Key Features

- In-depth video analytics
- Multi-device reach
- Wide range of integrations with CRMs, MAPs, and ad servers
- Zencoder for transcoding
- Interactive video capabilities (in-video CTAs, polls, and shoppable links)
- Brightcove AI Suite for automated metadata and translation

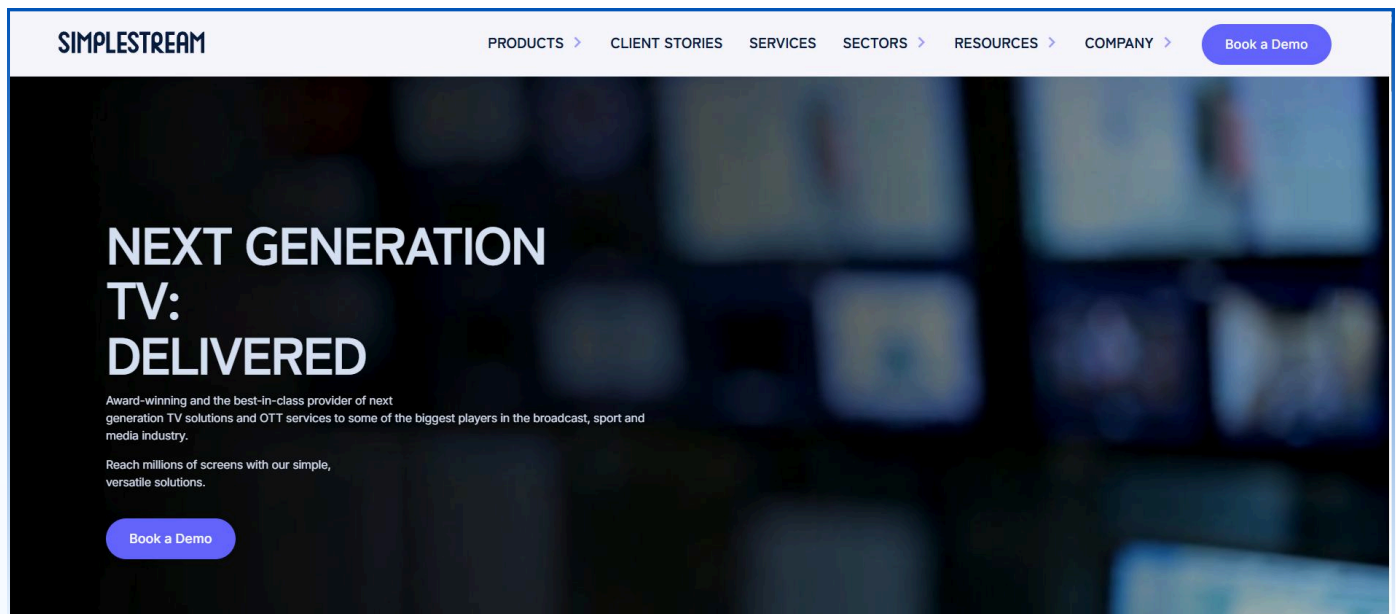
★ Best For

Large enterprises and global broadcasters with substantial budget to stream high-volume live events or huge video-on-demand (VOD) library.

6. Simplestream

Simplestream is a cloud-based white-label OTT platform that allows launching custom branded apps with your own brand identity across iOS, Android, and Smart TVs. Its modular infrastructure supports both live and VOD workflows and monetization options like SVOD, AVOD, and paywalls.

It supports real-time clipping and catch-up TV for extended engagement and monetization. It also features dynamic server-side ad insertion that maximizes live.



Key Features

- Linear live streams and FAST channels
- Media manager for multi-platform video workflows
- Multi-DRM such as Widevine, FairPlay, and PlayReady
- 20+ pre-built connectors to republish content to various platforms
- Modular CMS that integrates easily with existing players
- Backwards-Scrolling EPG
- Multi-language support and localization
- Supports SVOD, TVOD, AVOD and HVOD

★ Best For

Mid-to-large traditional broadcasters and sports organizations that need fast time-to-market and cloud-based live workflows.

7. Castr

Castr offers white label video streaming service with branded multi-platform apps featuring multi-CDN delivery and video hosting. It supports flexible monetization models such as SVOD, TVOD, and AVOD with 30+ integrated payment gateways. Its fully customizable video player allows you to strip away all vendor branding and apply your logo, watermarks, and other branding elements.

Platform
Solutions
Customers
Features
Pricing
Log in
Start 7-day trial

LIVE VIDEO STREAMING PLATFORM

One platform for every broadcast your business depends on.

Castr is the professional live video streaming solution that replaces the stack behind live video: delivery, recording, hosting, monetization, and OTT, with one team on the line while you are live.

Start 7-day trial
Talk to a video expert

✓ No credit card required
✓ Plans from \$16/mo
See pricing

✓ Works with any RTMP/SRT encoder

24/7 live chat with real humans, not chatbots, plus a direct engineer line on Slack & WhatsApp for Enterprise.

Key Features

- Built-in video CMS
- Simulcast across 30+ social platforms
- 24/7 automated channel payout
- Allows switching multi-camera feeds from the browser
- Geo-blocking and domain restrictions
- Built-in chat box for social comments
- Auto-converts live streaming to instant on-demand playback
- RTMP, SRT, and HLS ingest for low latency

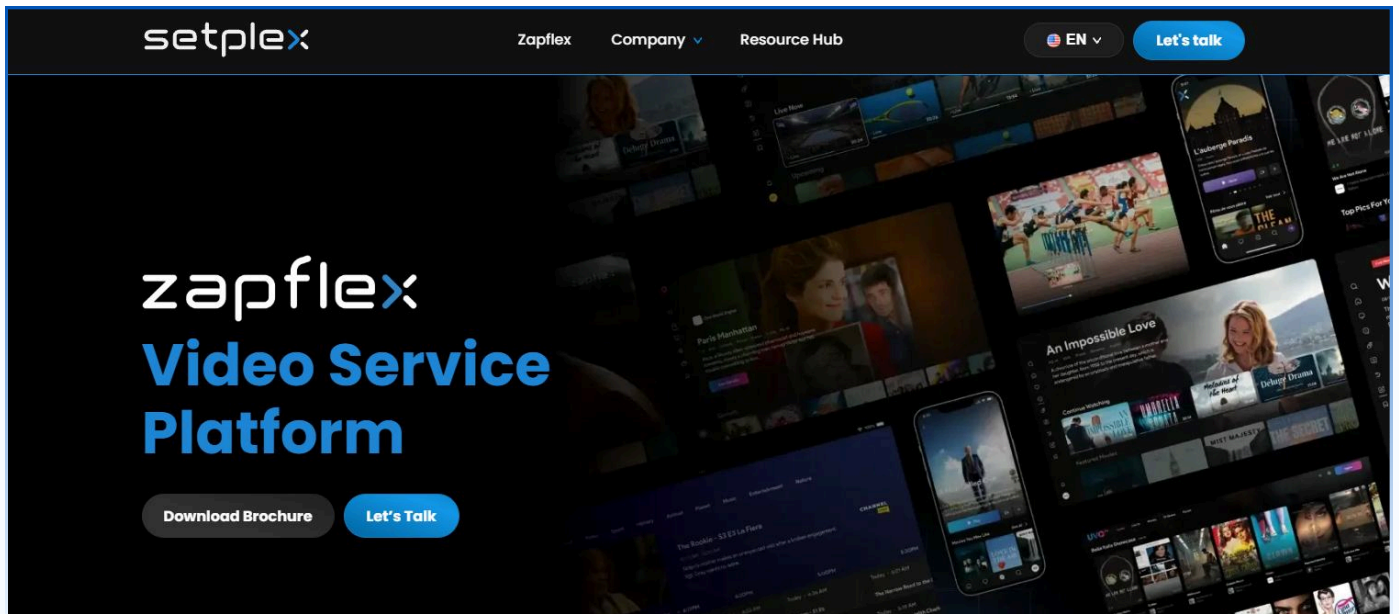
★ Best For

Live broadcasters, event organizers, niche content owners, and budget-conscious businesses that need no-code multi-platform deployment.

8. Setplex

Setplex offers white label OTT solution that offers video delivery over multi-screen apps under your own identity. The video middleware takes care of subscriber and content management seamlessly across platforms. Its built-in cloud encoding and digital rights management make content delivery secure and efficient. Setplex helps monetize through flexible SVOD, AVOD, and PPV models and offers real-time data tracking.

10



Key Features

- Smart personalization
- Catch-up TV & timeshift
- Flexible on-premise or cloud deployment
- Multi-CDN architecture
- Built-in CRM
- Proprietary Set-Top Box (STB) support
- Parental controls
- Push notifications and reminders
- Open APIs to connect third-party tools

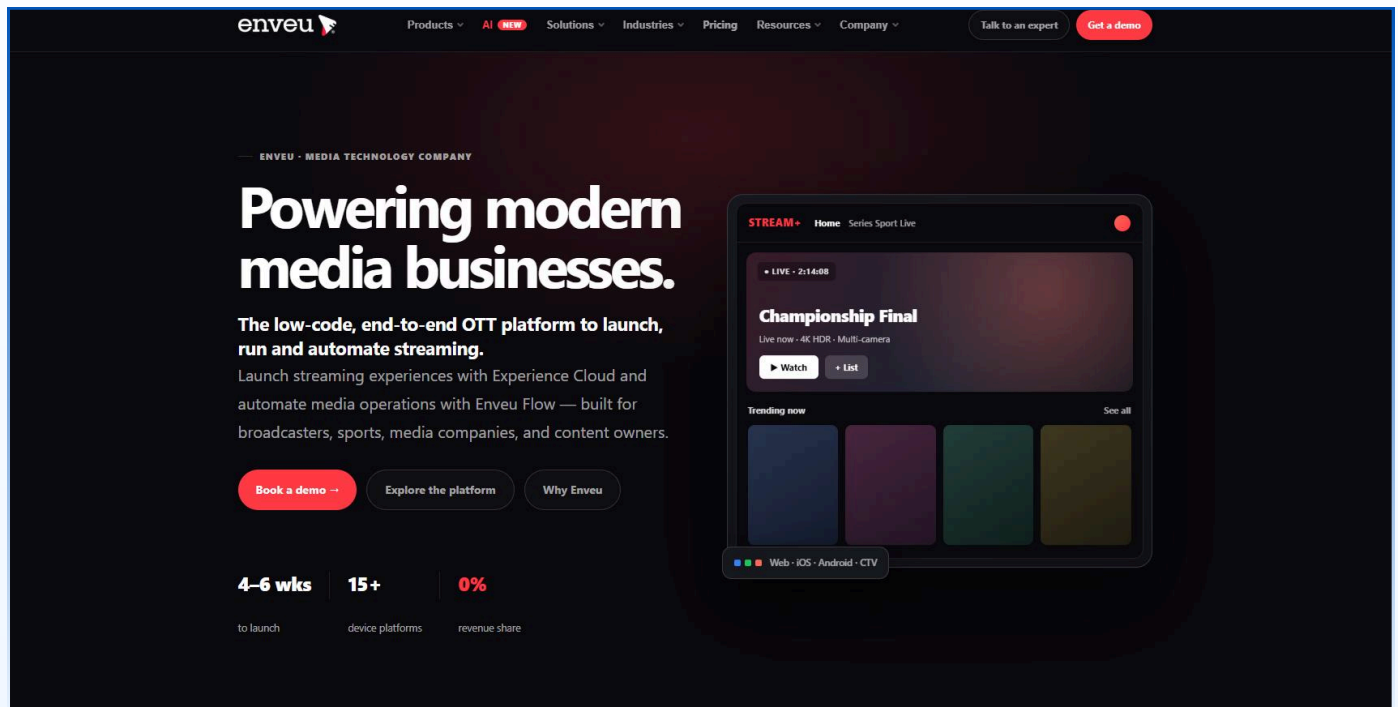
★ Best For

Broadcasters, media owners, telecom and IPTV operators who want to upgrade from traditional cable or satellite systems to multi-screen delivery.

9. Enveu

Enveu is a low-code white-label video platform with Experience Cloud infrastructure. It handles everything required to run an OTT platform, such as cloud video management and multi-platform deployment.

It has a visual Experience Manager that lets you customize layouts instantly. It offers multi-DRM for content protection across multiple devices and flexible monetization models, including SVOD, AVOD, TVOD, PPV, and hybrid tiers.



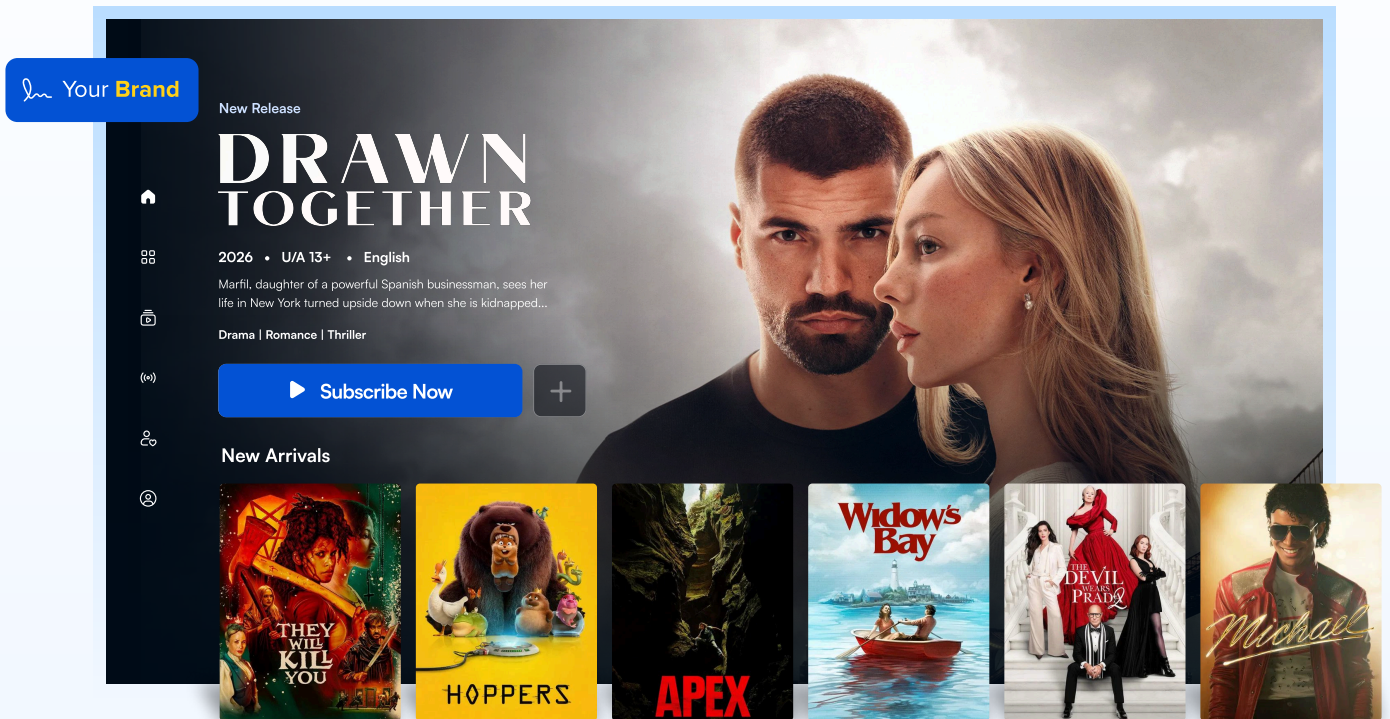
Key Features

- Unified video CMS
- 24/7 linear streaming
- Server-Side Ad Insertion
- 50+ third-party tool integration support, such as Stripe and Mailchimp
- Short-form video support
- Auto-converts live to VOD
- Built-in promotional tools like coupon codes and gift cards

★ Best For

Content owners, sports leagues, niche creators, and enterprises with lean teams who need a multi-device OTT app without complex engineering.

How to Choose the Right White Label OTT Platform?



To select an ideal white label OTT platform provider, you need to evaluate your existing operational needs with long-term growth strategies. Here are some factors to help you choose the right one.

Define Your Business Goals

Identify your target audience and what type of content you want to offer. You could be focused on niche-based content, scaling a broadcast network, or monetizing live sports. Zero in on it since this will determine the required technical infrastructure.

Evaluate Your Content Monetization Strategy

Make sure the white-label OTT platform natively supports the monetization model that goes with your niche and target audience. Remember, a platform supporting hybrid monetization lets you monetize all audience segments.

Check Platform Customization Options

Check the customization depth. Assess whether it is no-code template-based or 100% source code ownership-based to match your needs.



Prioritize Security and DRM Protection

Look for multi-DRM, AES-128 encryption, dynamic watermarking, screen recording blockers, and geo-restrictions to protect your content from piracy.



Compare Device Compatibility

Some platforms offer smooth playback across all screens, and some only for a few select device types. Make sure multi-device support exists for wider reach.



Assess Scalability for Future Growth

Assess whether the platform's CDN and cloud architecture can handle a sudden surge in concurrency and subscriber growth as your platform grows.



Review Pricing and Total Cost of Ownership (TCO)

Look beyond the monthly subscription costs and calculate hidden or unpredictable fees like bandwidth consumption fees. It is better to opt for one-time licensing and no revenue-sharing platforms for long-term profitability.



Test Customer Support and Onboarding

Check the vendor's SLAs and customer support responsiveness during the free trial or live demo before investing.

Wrapping Up

Choosing the right white-label OTT platform really comes down to your long-term goals first. Then, based on that, hinge the technical needs, customer preference alignment, and monetization strategy.

There are a wide variety of options. Full source code ownership like **VPlayed** for maximum customization. Maybe you are thinking about no-code deployment like Muvi. Affordable options like Castr and Dacast.

Make sure to choose a platform that scales with your audience and library growth, and then everything will fall into place for your OTT platform's success.