



## **Consumer Delivery Solutions**

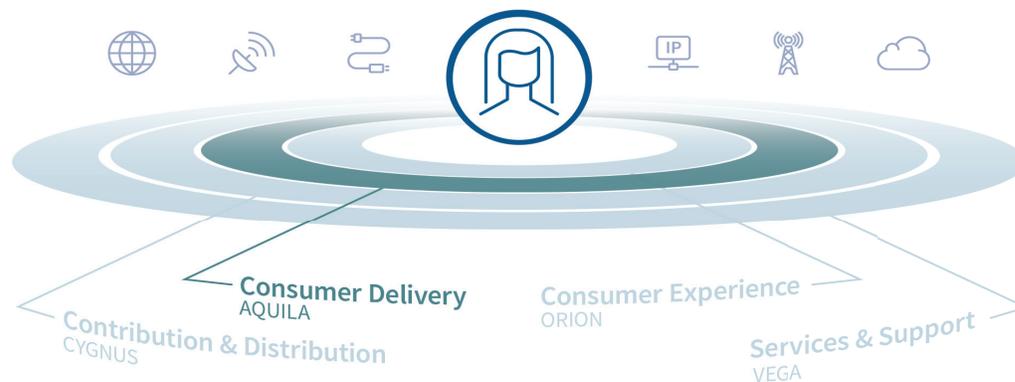
MediaKind's solutions for Consumer Delivery tailor content into many forms and for a variety of uses, that include both Linear and On-Demand. In addition, the highly efficient, broadcast-grade service enables innovative consumer experience with flexible deployment and operating choices.

A decorative graphic on the left side of the page, consisting of a diagonal shape filled with a vibrant, wavy pattern of red, purple, and blue light effects, resembling a stylized flame or energy flow.

**Tailored Media.  
Any Screen.  
Any Network.**

The MediaKind Universe represents how we see the media landscape with our customer workflows delivering content to the consumer, who are firmly fixed at the centre. Within the MediaKind Universe, Content Owners/Originators, Broadcasters, Operators, Pay TV & OTT Providers will discover how our solutions can enable them to fully engage the consumer.

Our cutting-edge Consumer Delivery solutions embody creative thinking for today's challenging world of media delivery. Video is no longer stagnant nor immobile and no longer comes in limited flavors. Today's world of video requires bold solutions capable of ingesting any type of video feed and format, dynamically storing video when and where appropriate, doing so on a heterogeneous mix of physical storage hardware, and streaming live and stored video On-Demand to a wide variety of device types, each with their own technical requirements.



### The consumer experience

Our Consumer Delivery solutions are bought sharply into focus with the highest quality video quality delivered to the consumer in the most efficient way. A number of converged linear headend applications are supported utilizing compression standards such as HEVC coupled with breakthrough innovations for HDR, Constant Video Quality and Content Aware encoding. Whilst our On Demand applications support the highest quality video originating from raw files to any device.



### Maximizing Media ROI

Our Consumer Delivery solutions are designed to maximize the return on every drop of CAPEX investment by the operator (i.e. compute power, storage, HVAC, networking) to reduce data center footprints (or cloud rental fees) for the largest storage and processing power possible. All elements of video integrity are maximized and protected from loss in the smallest space, utilizing all available compute and storage power for multi-tasking all processing needs for linear TV channels, recordings, Video On Demand, Start-Over and Catch-Up. No further need to fund separate silos and under utilize resources. Maximizing Monetization and personalization through targeted and advanced advertising integration completes the value picture. It's your investment. Make the most of it with our solutions.



### Rapid Innovation

Launching new services as fast as your business dictates is key to the success of our Consumer Delivery solutions. Supporting different models to suit your business and to scale when needed utilizing the most appropriate architectures, including appliances, software, private/public cloud or as a Service deployments, means that we can tailor the most appropriate solution to your business needs. Seamless upgrades and failover capabilities mean you are always up to date, minimize impact to services and optimise delivery to your customers.



### Reducing Core Network TCO

Our Consumer Delivery solutions enable operators with geographically dispersed topologies to greatly reduce the video traffic over their core network (which is their most valuable asset). Our solutions also enable distribution of common video content to be managed centrally for the entire consumer footprint, but also to distribute locally to the correct edge networks only the content relevant to those neighborhoods or consumers. All delivery functions can then be fulfilled locally from a small-form cache. This frees up the core network from large amounts of bandwidth it would otherwise have to carry, and reduces the need for more plant upgrades, which are costly and time-consuming.