![MediaKind logo — everyone. everywhere.]

MediaFirst Standard Trial

What is MediaFirst?

MediaFirst is a software-defined, media-optimized cloud Software-as-a-Service for the creation, management and delivery of next-generation Pay TV. MediaFirst leverages the Mediaroom IP multicast A/V for linear in home services, augmenting that experience with a unified Adaptive Bitrate ("ABR") Video on Demand Storefront and a best in class UX delivering ABR VOD and linear video to a wide variety of reach clients, including iOS, Android and browsers.

At its core, MediaFirst is built upon an Analytics/Big Data subsystem which provides for a high degree of personalization and recommendations, enabling various monetization scenarios, including hyper-targeted advertising.

What is the MediaFirst Standard Trial?

The Standard Trial is a cloud hosted instance of MediaFirst that enables operators an opportunity to evaluate
the features of MediaFirst. It includes support for:

- Cloud ABR VOD to existing Mediaroom STB's, via a new Presentation Framework application
- Cloud ABR VOD and linear content to reach clients
- Unified UX across STB and reach clients
- Access to the Operator Portal for subscriber management, offer management, analytics reporting, asset ingestion and other MediaFirst subsystems
- MediaFirst support service phone support (9am-5pm, Weekdays)
- 2 Basic client customizations (one per release cycle)
- Access to complete documentation set for Operator Portal and MediaFirst Client Help
- Access to the MediaFirst product roadmap

The Standard Trial is not intended to allow or enable operators to exercise MediaFirst API's for various operator-specific integration activities. MediaFirst does provide services to enable operators to prepare for a commercial MediaFirst deployment – please consult your MediaFirst account team for more information.

What do I need to set up MediaFirst?

Network/Connectivity Requirements

Network requirements for the Cloud Service Base and STB device connectivity include a Cloud Origin as part of the Standard Trial service. Additional requirements for the Cloud Service include:

- HTTPS connectivity for the GLF Ingest Upload Agent
- HTTPS connectivity for the VOD Ingest Upload Agent
- HTTPS connectivity for Mediaroom Reach APP (Live Transcoding / Packaging)
- Aspera FASP connectivity for the VOD ingest Upload Agent
- A Reverse Proxy Server implementation to test rDVR and Reach

Hardware Requirements

For the Base network, the operator will need at least one VSPP appliance for the transcoding of Live ABR content.

Set-Top Box (STB) Requirements

Minimum Mediaroom Server requirement is 2.1 SP1 and Client 2.5 or 2.6 (beta) is required for full functionality testing including companion. Client deployment is handled via the Mediaroom Branch Userstore update mechanism and is documented in our official client deployment guide "MediaFirst Client Help.pdf".

Reach Device/Browser Options

Please refer to MediaFirst roadmap for device and OS updates

MediaFirst Mediaroom

- Set-Top Box running MediaFirst Mediaroom for Set-Top Box Client 2.5 RTM and later + MediaFirst PF VOD application
- Set-Top Box running MediaFirst Mediaroom for Set-Top Box Client 2.6 Beta + MediaFirst PF VOD application

Windows

- Google Chrome (Windows 7 and Windows 8, 32 bit and 64 bit)
- Microsoft Internet Explorer 10 (Windows 7 and Windows 8, 32 bit and 64 bit)

Encoding and ingestion of 100 VOD Assets, with the following default parameters

- 6.0 Mbps Avg Input Bitrate of Asset
- 21.9 Mbps Average Total Bitrate for Output Profiles
- Avg Length per Asset is 60 minutes

Standard trial pricing options

2 different options are quoted:

- MediaFirst Standard trial service for 17 weeks
- We are also quoting in this document the trial service extension beyond the standard period of 17 week

MediaFirst Standard Trial Service Including Default MRPP Configuration

- MediaFirst cloud VOD to Mediaroom STBs
- Linear content to MediaFirst approved mobile devices (iOS and Android) and browsers
- MRPP Live 1X, Test Lab configuration (5160)
- Trial duration is initial deployment to Cloud environment, two MediaFirst release cycles (approximately 14 weeks total) plus an additional 3 weeks
- VOD asset encoding and ingestion of 100 operator provided assets. (Operator is responsible for asset licenses and assets will be deleted after trial is complete, unless extended.)
- Access to additional services when they are released by MediaFirst
- Standard trial includes one client customization per release cycle, so two in total are covered in this proposal
- MediaFirst Deployment, installation and support services. Travel expenses are excluded

Extensions beyond Standard Trial Period: One Additional Release Cycle

- Extensions beyond Standard Trial Period: One Additional Release Cycle (6 weeks of release cycle + 2 additional weeks of preparation and final review after the release deployment)

Excluded:

- Find available prices for other MR PP options and configurations in ECP
- Devices are not provided as part of the trial
- Formal MK training is excluded and it will be added as an option when required

For More Information:

About MediaFirst offerings, contact your MediaFirst account team or visit MediaKind.com.

www.mediakind.com