

# MediaKind

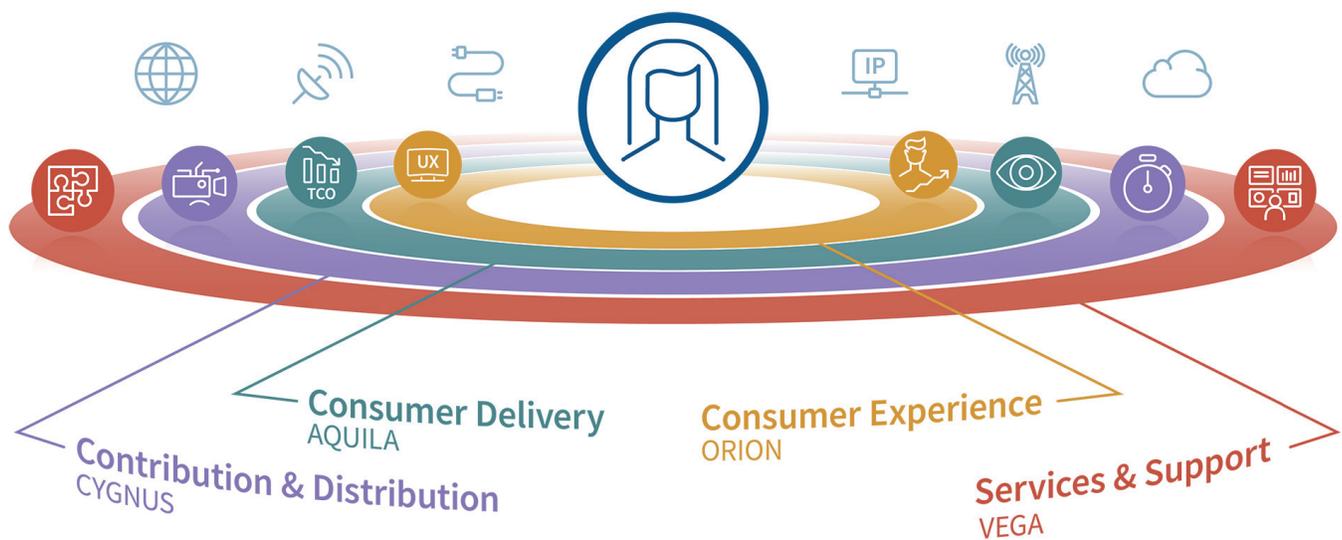
UNIVERSE

**MediaKind Universe represents our portfolio of solutions addressing and exceeding our customer's need to continually evolve the consumer experience. Content owners/Originators, Broadcasters, Pay TV Service Providers and pure Live event and On demand OTT Providers will benefit from our broad portfolio of market-leading and award-winning media solutions as they evolve and adapt to the continual shifts in the media landscape.**

## Exploring the MediaKind Universe

The MediaKind Universe is about people, content and how it is consumed.

Our Universe and its solutions are centred on consumers and how they are creating and consuming media on a variety of devices at locations of their choice around the clock. The shift in consumption habits is particularly pronounced and their expectations center on popular, unique and curated content, experienced on a screen of their choice with the best possible quality. Additional preferences on advertising and business models complete the total picture.



There are several trajectories that content producers, distributors and service providers can take to cater to the needs of consumers. Each of these trajectories manifest in the real-world as defined workflows and pose requirements on quality, security, latency, time- and device-shift attributes. These trajectories or workflows are also the business and operational landscape for content owners/originators, distributors and service providers in the universe. While some industry players might be found in more than one trajectory based on their assets and business models, the requirements to bridge across trajectories in order to reach the consumer remain common. There are core challenges faced daily by our customers ranging from delivering quality and secure premium content, efficiently processing to all screens, optimizing storage and delivery, delivering uninterrupted media and ensuring the ultimate consumer experience. Each of our media workflow solutions go above and beyond when answering these challenges.

MediaKind universe presents a set of media area trajectories within the media delivery landscape. Within each of the media area trajectories, MediaKind has a set of solutions that fulfil many different applications designed to meet your challenges and enable the smooth flow of content towards the center of the universe - consumers. Contribution & Distribution, Consumer Delivery, Consumer Experience and Services & Support are representational of where we can offer and deliver our exceptional media solutions within the MediaKind Universe.

OTT and Live content packaged offerings are trending and becoming the backbone to many of the content offerings in the market today. Close to the consumer, our Consumer Experience solutions are key to enabling an immersive experience through its intuitive UI, content personalization and personalized ads. In addition, the analytics and insights provided by the platform can enable service providers to build an effective two-sided business model.

In today's market, some content owners/originators are directly targeting consumers with their content and brand. The traditional Pay TV service providers are finding it hard to keep pace but are competing by delivering a similar type of offering to multiple devices, giving the consumer a similar experience. 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 content itself is generated from live events and produced content, and this, in turn, is delivered to content distributors, who deliver this to broadcasters, cable operators and other TV Service Providers to package up with additional and, sometimes, locally produced content and ads. MediaKind's Contribution & Distribution solutions acquire live content from locations such as stadiums, concert halls and sites of breaking news. It then distributes the content via satellite, IP and cloud to studios, broadcasters, and ultimately on to consumers around the world.

Finally, the Services & Support solution family ensures smooth implementation and operation of the applications derived by the other solution families within the MediaKind Universe. It ensures consistency and continuity of service through its professional 'as a Service and Managed' services and support capabilities and offerings.

# MediaKind UNIVERSE

Media technology solutions from creation to consumption.  
Live and on-demand to every device, to everyone, everywhere





## Contribution & Distribution Solutions

MediaKind's Contribution & Distribution solutions enable content providers, broadcasters and service providers to securely and reliably acquire, backhaul and distribute the highest quality content anywhere, ensuring viewers around the world never miss a minute of the action.



## 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.



## Consumer Experience Solutions

MediaKind's Consumer Experience solutions provide a modern, multi-device, multi-screen platform for immersive TV service delivery. Backed by powerful analytics, UI customisation, dynamic ad-insertion and content distribution rights features our Consumer Experience solutions are the most comprehensive for OTT and Live services.



## Services & Support

World class media-centric professional services to design, launch, support, optimize and manage your operations. From technical support to a complete and fully managed as-a-Service media delivery platform - MediaKind's Services & Support ensures a quality and reliable service to your consumers.