LIVE **without limits**

Mediaroom

As the world's number one IPTV platform, Mediaroom continues to evolve and deliver robust, high quality performance for large-scale IPTV deployments.

Mediaroom enables video service providers to deliver premium video services such as Live/Linear TV, VoD, Timeshift TV and cDVR from a single, proven platform to be consumed by a range of clients running on a variety of pre-qualified set-top-box devices. Furthermore, Mediaroom continues to expand on its pioneering heritage with Mediaroom Play, a pre-integrated Android TV client with industry leading STB hardware. Looking to the future, Mediaroom's development roadmap continues the tradition of meeting and exceeding market needs by a targeted focus on operator challenges, such as competing entertainment sources, increasing operational costs and the need for new monetization opportunities.

Whether selected as a standalone platform or combined with other MediaKind solutions such as MediaFirst TV Platform (OTT IPTV platform), CMS (Content Management System), Aquila Streaming, Aquila On-Demand or VSPP (Video Storage and Processing Platform), Mediaroom continues to be the worldwide IPTV platform leader.

Key Stats

12M+ active subscribers

23M+ set-top boxes (STB's)

15+ countries

50+ commercial deployments

MediaKind

Market challenges

Video service providers face unprecedented challenges, requiring constant evolution and adaptations to the video services ecosystem. These challenges fall into three primary categories:

- Market fragmentation and competition
- Service evolution
- Operational costs

Market fragmentation and competition

As a video service provider, operators are essentially aggregating and distributing video content with value-added functionality to the consumer. Market disruptors such as OTT providers (Netflix, Disney+), social media platforms and other media sources threaten to bypass the video service provider model and go direct to the consumer. This threat has manifested itself through declining subscriber counts, for traditional video service providers.

Service evolution

As part of the high technology sector, video service delivery is constantly evolving. Gone are yesteryear's simple analog video services. Today, operators must contend with evolving video and DRM standards, metadata-based enriched user experiences, multi-device delivery and application integration, while keeping consumer prices steady and business models profitable. This is driving operators to develop new business models and focus on competitive differentiation.

Operational costs

As the video service provider industry has become widespread and successful, it has also become a victim of that success. Content acquisition, solution complexity, network delivery, Customer-premises equipment (CPE) refreshes and lifecycle management all contribute to a challenging financial model.

Market segments addressed

Mediaroom is a platform intended to address the needs of any IPTV operator that delivers their TV service over a managed network. In addition, Mediaroom is well suited for cable operators who are migrating from QAM video delivery to IP delivery with a low bandwidth overhead.

Mediaroom Play

Mediaroom Play is a STB-based client solution within the MediaKind Mediaroom portfolio, developed on the Android TV operating system. The pre-integrated and robust product provides a tested, reliable, and market-ready solution for the rapid launch of new Android TV services. This pre-integration includes two different STB models:

- Commscope VIP 7802 STB model utilizing Broadcom's 72180 system-on-a-chip (SoC), Ruwido remote control unit and support for Android TV-based applications such as Netflix, Amazon Prime and Disney+
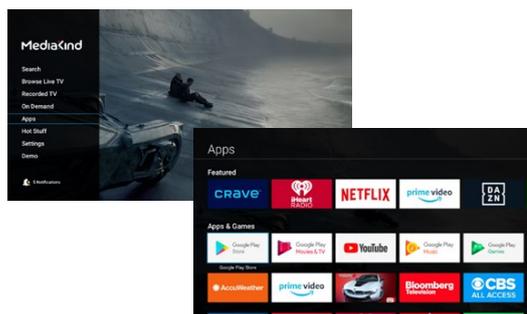
- Commscope VIP 7702 STB model utilizing Broadcom's 72174 system-on-a-chip (SoC), Omni remote control unit and support for Android TV-based applications such as Amazon Prime and Disney+

Mediaroom Play enables operators to become part of the global movement that is embracing the adoption of Android TV and its rich pool of over 1000 streaming content providers. Operating over Google's Android TV operating system, Mediaroom Play significantly increases an operator's aggregation value with over 7000 applications available on Google Play store. It also opens up new monetization avenues for operators, with Google revenue share opportunities such as Google Play Store, Google ads and Google Play Movies.

Key features of the Mediaroom Play client include:

- Support of Commscope VIP 7802 and VIP 7702 Set Top Boxes
- Custom launcher for User Interface/User Experience
- Widevine Digital Rights Management (DRM)
- Google Assistant - Cloud To Cloud
- Cloud DVR enhancements
- Support of native Android TV applications
- Local live pause buffer
- Enhanced data reporting

Mediaroom value

Mediaroom's extensive development history, feature-rich capability and highly reliable track record continues to evolve and address industry challenges through a number of key media platform values.

- Development of Mediaroom Play client, based on Google's Android TV operating system and pre-integrated with industry-leading STB hardware offering subscribers and viewers easy access to 1000's of applications while providing operators with new features and revenue generating opportunities.

- Delivery of premium quality video content through a best-in-class user experience enabling service differentiation with more immersive, compelling consumer experiences.

- Evolving cloud-based architecture with further virtualization enabling operational cost efficiencies and simplified operational models.

- Partnerships and integrations with multiple market leading third-party vendors providing operators with choices of cost, value and supply readiness, dependent upon existing supplier relationships and contracts that may already be in place.

- Incorporation and integration of OTT apps like Netflix, Disney+, YouTube and Amazon Prime, enabling a more unified media entertainment platform for consumers.

- Continued investment and roadmap into Mediaroom, ensuring operator planning and business continuity, in addition to extending the profitable life of Mediaroom assets.

- Competitive and flexible price structure, allowing operators to pay as they grow and/or adopt key features, as driven by evolving business models.

- Offering an evolving integration with, MediaKind's MediaFirst IPTV platform, for TV Everywhere/multiscreen solution and OTT delivery to mobile devices. This enables operators to maintain their current Mediaroom investment while adopting new features from the MediaFirst platform, eliminating stranded capital.

- Integration with other MediaKind premium solutions including Content Management System (CMS) and Video Storage and Processing Platform (VSPP).

- 15+ years of proven, robust performance in large-scale global deployments.

Mediaroom key features

Mediaroom is packed full of features and capabilities and this continues to evolve as the solution roadmap is delivered. Below are a few of the key features enabled by the world's number one IPTV platform.

- Mediaroom Clients and STB's: Support for multiple STB operating systems: Android TV, Linux and WinCE.

- Live and On-demand delivery: Live, Timeshift, Catchup, VOD and DVR (local + cloud).

- Innovative A/V Pipe: Multicast delivery and Instant Channel-Change unicast updates

- Monetization: SVOD, TVOD, Packages, Bundles, Pay-Per-View, 3PP (Google) enabled purchasing and On Screen Purchase (OSP)

- User Experience:
  - Enhanced viewing of TV programming for end users
  - Responsive guide with picture-in-picture browsing
  - Industry leading channel tune times
  - Rich application enablement: Netflix, Amazon, YouTube, Play Store
  - High quality video/audio including 4K, HDR, HLG, Dolby Digital Plus, Dolby Atmos

- Voice Integration: Google Assistant via Cloud to Cloud (Play); through Bluetooth-enabled remote control units (Linux); Smart Speaker Integration (WinCE/Linux)

- Intuitive Content Discovery: search, recommendations, guide, metadata and ratings

- System and Content Security: Public Key Infrastructure, Digital Rights Management (DRM) and watermarking

- OSS/BSS Interfaces: Published APIs for provisioning, monitoring and billing

- Client Customization: Skinning & branding and custom applications development through presentation Framework

- Applications/Content Federation: 3rd Party Apps, custom applications, Android TV ecosystem and deep linking
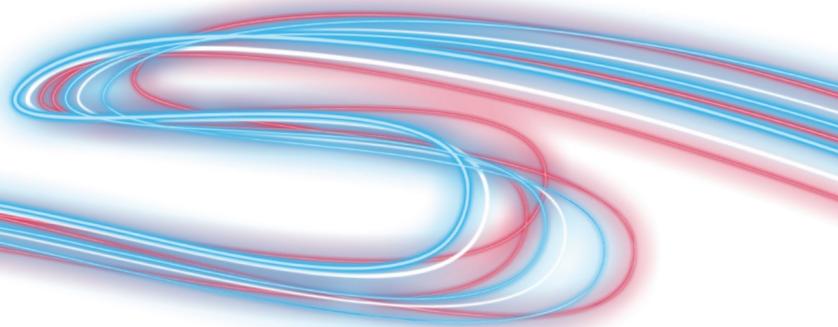
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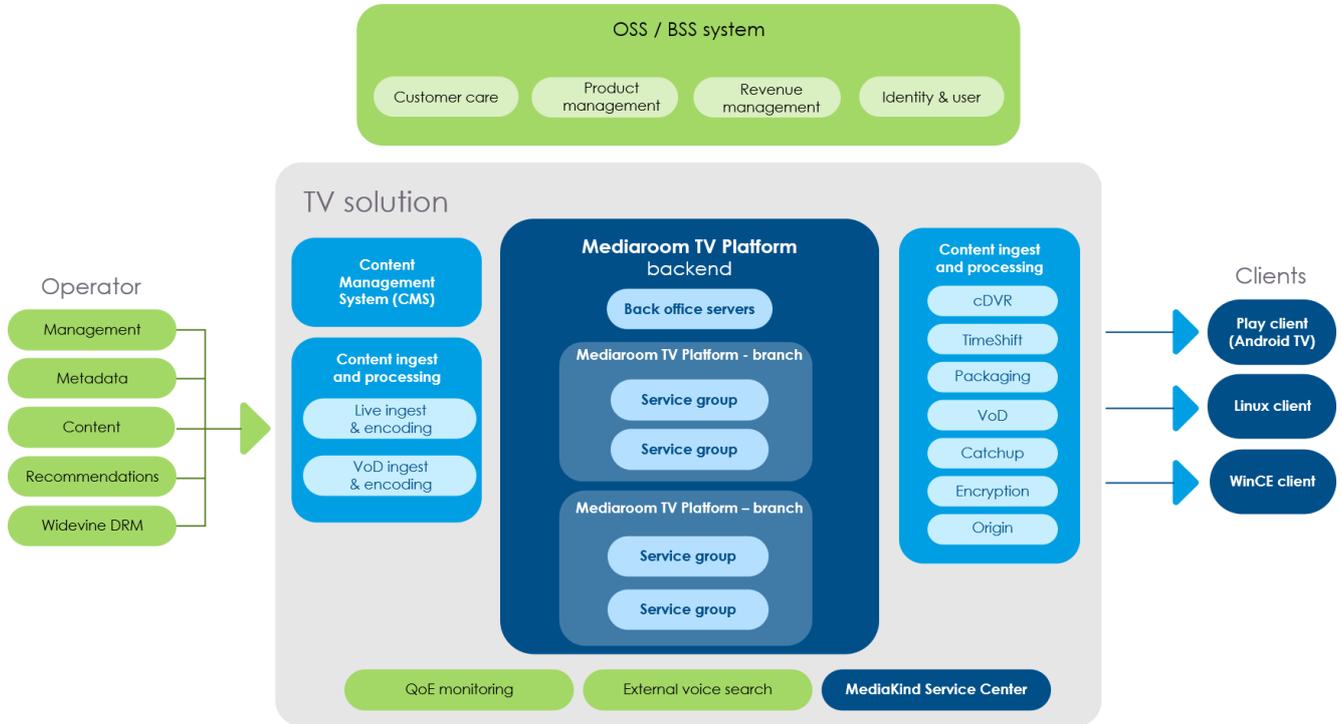
Legend

- 3PP
- Mediaroom
- Other MediaKind solutions

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