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.

From the most watched global event ever—Princess Diana’s funeral in 1997 with 2.5 billion viewers—to enabling 4K UHD with HDR over 5G from the 2018 US Open golf tournament, and securely distributing English Premier League content around Europe, MediaKind’s Contribution & Distribution solutions cover ground-breaking live events and securely delivers those events and more to tens of thousands of receive devices around the world.

Capture the moment. Secure. Distribute.
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.

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.

Today’s consumers want both larger televisions in the home, typically with 4K UHD/HDR capabilities, as well as the ability to consume content on mobile phones, tablets & laptops. These two demands combine to drive a need to capture and deliver an increasing quantity and variety of live content. The flexible processing of MediaKind’s Contribution & Distribution solutions can be configured to provide resolutions from sub-SD all the way to 4K UHD/HDR, including HD to 1080p50/60. They also provide MPEG-2, MPEG-4 AVC and HEVC encoding up to 4:2:2 10-bit, all from a single device. This design allows for the maximum possible flexibility for the highest possible return on investment.

Enabling Operational Flexibility

The exponential growth of content that broadcasters capture and distribute today would have been nearly impossible only a few years ago due to bandwidth constraints and the amount of processing required. MediaKind’s Contribution & Distribution solutions utilize distributed processing capabilities to maintain quality while reducing the required footprint for encoding and decoding. Leveraging cloud-based microservice and orchestration technologies, a single appliance can be configured when needed as a decoder, encoder, transcoder, stream processor - as well as simultaneously being utilised to run broadcaster specific applications.

Personalizing Content

Delivering consumers what they want and where they want it isn’t just about providing more or higher quality content. Being able to personalize that content keeps consumers engaged. Whether it is being able to follow a race from inside the car of a favorite driver or turn down background crowd noise on a sports event - personalization is key. Also the ability to manage regionalized ads from a central headend enables advertising organizations to reach a more engaged audience and broadcasters, in turn, to realize a higher ROI from this targeted advertising.

Maximizing ROI

MediaKind’s Contribution & Distribution solutions help broadcasters achieve the highest possible ROI in a number of ways. Firstly, MediaKind’s Contribution & Distribution solutions secure valuable content from the point of origin to the point of reception, ensuring only those with the right view content do so. Secondly, they enable the regionalization of content and advertising which in turn drives premium pricing. Thirdly, they can be architected to fit existing workflows, thereby reducing operational headaches and their associated costs. And lastly, they are designed to provide commercial flexibility to mirror live event operations, charging only for functionality used, when its used.