



MediaKind

# Engage

## D2C Streaming

A cloud-native platform supporting live video production, streaming and audience engagement; designed for sports entities, broadcasters and content owners to reduce complexity during their transition to the cloud and expand the reach of video content experiences to a global fan base.

**MediaKind Engage is a cloud-native solution that makes it easy to secure, manage, operate, and stream your content. Engage strives to resolve today's streaming challenges faced by content providers, with automated workflows, best-in-class transcoding, extensive APIs, and a powerful SDK.**



Engage offers customers the ability to confidently stream live events or VOD content globally. Powered by extensible services and components, geared towards simplifying the world of streaming. Engage is a high-performance solution that supports the most demanding OTT streaming requirements.

Enables sports entities, broadcasters and content owners to create compelling high-quality video and data services directly to the consumer, while offering support for flexible monetization models, that allow you to appeal to a broader range of audiences. Engage provides a broadcast-grade framework for immersive video experiences and is built on MediaKind's decades of experience developing high quality video delivery systems.

### Supporting multiple business models

As the streaming wars continue, content owners are now faced with operating multiple business models, hoping to extend their appeal to a larger audience. Engage supports the intricacies of operating and managing these models.

**Monetization:** Engage empowers our customers to launch and test subscription models. Allowing your end users the ability to purchase monthly subscriptions, season pass, events access. Our entitlements service even allows you to monetize event highlights.

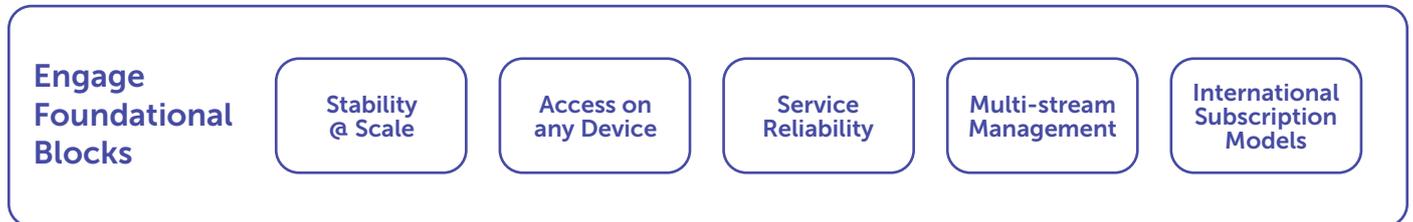
**Stream Entitlement:** Engage is able to provide this breadth of support due to our DRM, and entitlements service. With the additional flexibility of ensuring that these entitlements are appended to the corresponding subscription. As with all of Engage's components, our customers can easily integrate these solutions with their existing infrastructure.

There have been several high-profile outages during major live event broadcasts through streaming services and until recently, audiences have accepted that the experience received with OTT services can be less than perfect, with access problems, dropouts, delays, and quality issues. To date, few consumers would pick up a phone or take to social media platforms to complain. Yet, the accelerating shift to live streaming has resulted in a change in consumer expectations. Streaming services must now rise to the occasion, ensuring a level of technical maturity that they can build on.



## Re-defining OTT Service challenges

Engage acts as a foundation for your services, taking care of the core connectivity, processing and service capability - allowing you more freedom to invest in understanding your audience and leveraging that to create engagement and return real value.



### What makes your service successful?

- **Quality of Experience** – How do you build a streaming platform that can offer engaging experiences at scale to any device, with robustness and a broadcast level of service?
- **ROI** – How do you support a seamless transition to new business models, increasing the value of your content through syndication while optimizing operations and managing multiple distribution formats?
- **Commercialization** – How do you grow an intimate relationship between your brand and fans, increasing the value whilst creating new monetization opportunities and turning fans into superfans?

### MediaKind Engage solution values

The DTC and streaming landscape is exciting, innovative, and only just starting to realize its full potential as the potent combination of technology and content innovation begins to capture and engage consumers globally. MediaKind Engage

- **Technology Leadership** – MediaKind’s solutions and services are designed for the highest quality and availability, achieving reliability at scale with broadcast-grade video. Engage provides you with a framework to create your compelling experiences, backed up by industry-leading video technology.
- **Operational Excellence** – MediaKind’s service is primed to work around you – the content owner or broadcaster – utilizing the power of agile infrastructure to optimize investment and work to your schedules. The services are supported by 24/7 operational support, providing you with the flexibility to choose the level of technical care and integration your operations teams need.
- **Continuous Improvement** – MediaKind embraces modern Agile and DevOps models and can act as an extension of your own engineering and product teams with MediaKind’s core platform and APIs providing the ability to innovate more rapidly. In addition, innovative additions can be controlled due to all cloud providers rigorously testing these deployed services.



## MediaKind Engage solution workflow



- **Acquisition:** With MediaKind's high-quality, flexible solutions at the edge, any live content feeds can be acquired and ingested into the cloud service provider. These single or multiple redundant cloud entry points secure reliable live feeds at the lowest latency and highest quality for downstream production.
- **Event production:** The ability to ingest multiple feeds and deliver event production in the cloud enables remote workflows to produce any event, reducing the cost and complexity of having teams and equipment on site.
- **Playout:** A total playout solution enables additional linear streams to be curated from live and 'as-live' content. A complete channel can be created with playout included in the service to drive the event, with graphics, scheduling, QC, and asset management. The result is a fully-fledged service that is ready for streaming.
- **Live and VOD streaming:** Enables delivery of broadcast-quality live streams at the highest quality and availability levels, coupled with low latency. It offers the ability to synchronize multiple camera angles for the same event and insert time-synched data for improved user experience (UX). In addition, the MediaKind service offers the ability to capture live streams for start-over and live-to-VOD use cases.
- **Global distribution:** Use the provided player to embed into applications or websites, OR access a complete whitelabel service to design fan-based experiences, the choice is yours. With pre-validated integrations, the services can efficiently deliver content at scale through global CDN partners.
- **Operator sell-through:** Enables content owners to quickly reach a vast global fanbase by leveraging the sales channels of Multi-Channel Distributors.
- **Event engagement:** Integrations that enable live streams and VOD clips to be published into social channels directly from the event. This makes extending the reach consistent and straightforward, regardless of where the content is consumed.

## What does this mean for your audience?

- A personalized content experience on any device.
- Ability to share experiences and forge a strong community.
- Simple and reliable access, the experience matches the expectation.
- The ultimate video quality and experience, delivered anywhere, at the right time.

With Engage's advanced technical capabilities and expertise pre-packaged into a service, MediaKind is the reliable partner for any content owner with ambitions of deploying a quality, robust streaming service. The Engage solution enables you to reach large audiences acquired via direct marketing, leverage Multi-channel Distributor sales channels, and remain in control of the content and how it is experienced.





**without  
limits**

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