

LINEAR CHANNEL CREATION, DISTRIBUTION AND MONETIZATION

End-to-end cloud-based solutions for 'digital first' networks

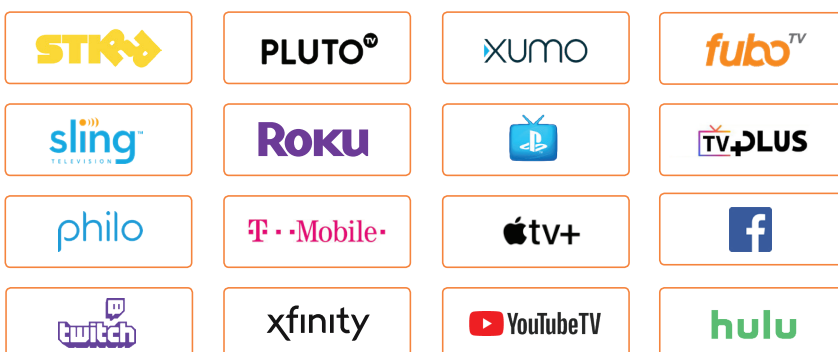
Linear content which has until now been central to traditional TV is fast emerging as an important lever for 'digital first' media companies. However, moving from a predominantly 'VOD only' model to creating linear channels is a challenging shift for 'digital first' enterprises due to the inherent consumer expectations. They need to provide a rich TV-like experience – including multi-layer graphics, dynamic tune-in information, live shows, and an accurate EPG. Additionally, diverse hand-off requirements from OTT platforms as well as multiple redundant deliveries required for EPG make linear channel creation challenging. Further, effective ad monetization strategies have to be in place to sustain the linear channel operations and distribution.

A leader in cloud-based broadcast solutions, Amagi understands the business dynamics of the 'digital first' industry, weaving flexibility, scalability, and reliability into its solutions. Amagi's 24x7 managed service makes it easier for 'digital first' media companies to create a linear TV offering, distribute content to any OTT platform globally, and monetize content effectively in a 'Pay-as-you-go' PaaS model.



Amagi's services coverage

Pre-integrated delivery with leading OTT platforms



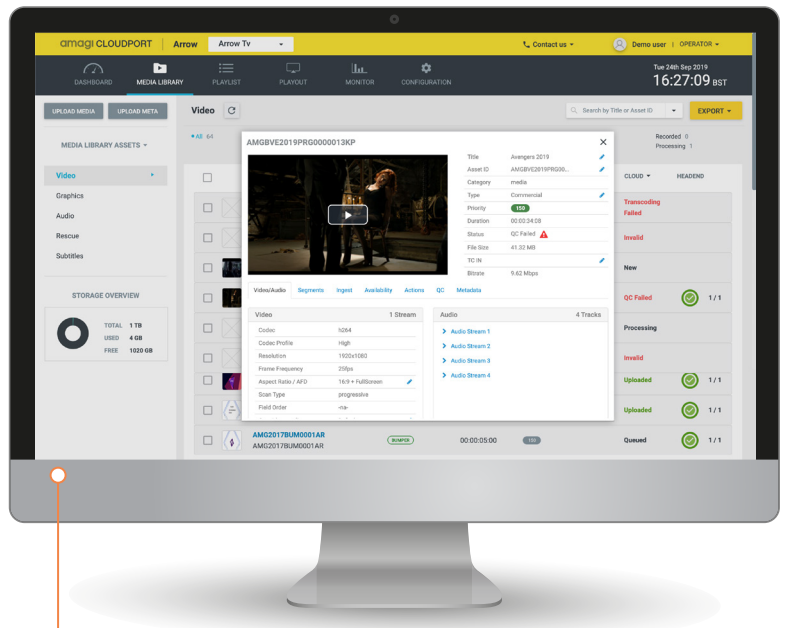
To make it easier and faster to distribute linear OTT channels worldwide, Amagi has partnered with leading OTT platforms with pre-integrated and duly tested content delivery frameworks.

This way, 'digital first' companies can spin-up new channels on the cloud, readily launch on popular OTT platforms and reach consumers.

Advanced playback and linear channel creation

Amagi uses its award-winning cloud playout platform, CLOUDPORT, to spin-up broadcast-grade live linear OTT channels in a fully-virtualized public cloud infrastructure such as AWS.

CLOUDPORT offers unmatched efficiency across the entire broadcast workflow - content ingest, scheduling, playlist management, advanced graphics insertion, live events handling, playout, delivery, and remote monitoring.



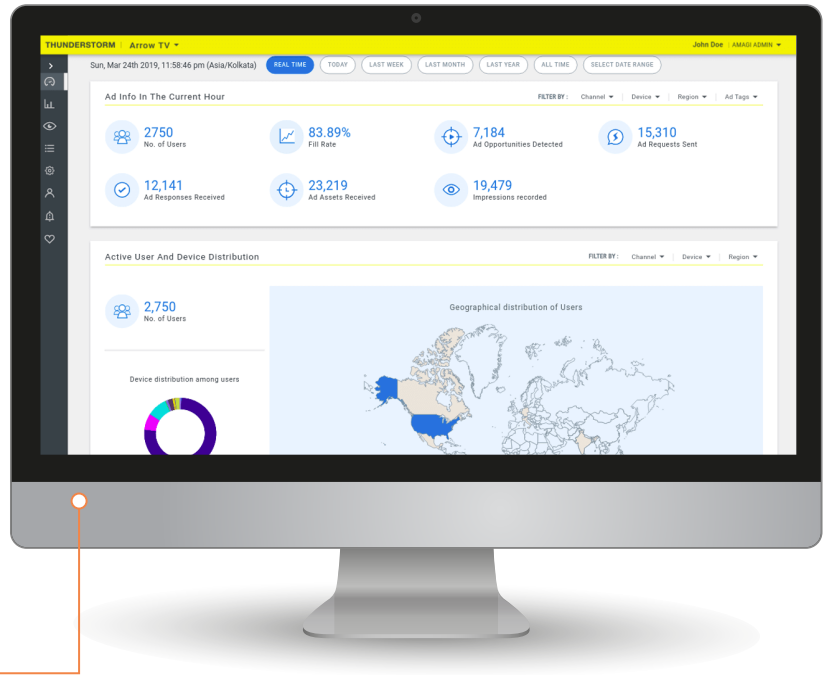
Key benefits

- Broadcast-grade, Cable TV-like experience
- High availability with 99.999% SLA
- 24x7 monitoring and management
- Advanced scheduling tool for linear channel creation
- Real-time channel management tool

Content Ingest	Playout Features	Advanced Graphics	Live Playout Controls
<ul style="list-style-type: none"> • Video: MOV, MXF, MPG, MPEG-2, MPEG-4, MPEG-TS etc. • Audio: Up to 16 tracks supported PCM, Dolby E, Dolby Digital AC3, AAC, MP2 • Graphics: TGA, MOV, Adobe After Effects (Dynamic) • Subtitles/ Closed captions: Up to 16 subtitles (Open/closed) EBU STL, SRT, PAC, DVB, Teletext, .890 • AES 128-bit encryption • Storage upto 5TB, Extendable on demand • Media asset management, with third party integration (Omneon®, DIVA, Suitcase TV) 	<ul style="list-style-type: none"> • Multisite workflows • Ability to do HD to SD down / up conversions in output • Multichannel playout with up to 2 HD/SD channels in SDI/IP/ASI output • Zixi output compatible • Simulcast support for HD/SD channels • Supports multiple playlist formats such as IBMS, BXF, ELG, XML, TXT, CSV • Evergreen content played as rescue to avoid blackouts • Customizable AsRun logs • Role-based user permissions, audit trails of user activities, and customizable alerts 	<ul style="list-style-type: none"> • 10 Hardware graphics layers & unlimited software layers • Dynamic graphics from media database, asset meta data and playlist data • After Effects compatible • Full-screen graphics • Social media integration • Static/Animated Logos/ bugs • Count down timers • Ticker/Scrolls/Lower thirds overlay • L-bands • Picture in picture (PIP) effect • Video squeeze back • Voice overlays 	<ul style="list-style-type: none"> • Real-time master-control view • Live on/off • Live ad breaks • Play live graphics • Logo on/off • Skip/Skip next • Play now/ Play graphics now • Real-time text such as ticker, social media

Dynamic ad insertion

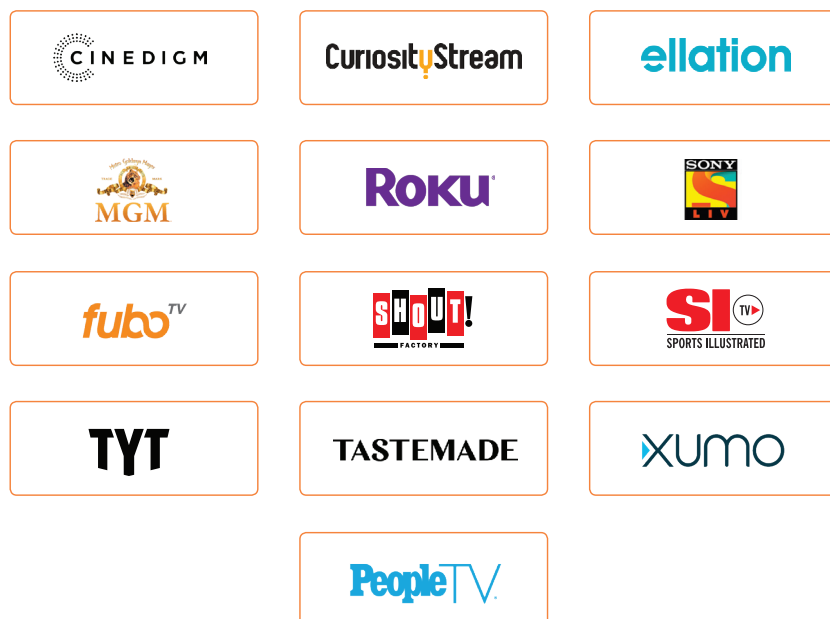
To monetize content, Amagi uses its OTT dynamic ad insertion platform, THUNDERSTORM. It's based on an advanced, server-side ad insertion technology that can insert personalized, in-stream ads, without requiring any customization to the streaming applications on the user's device. THUNDERSTORM supports wide range of OTT platforms, players, and devices which makes it the most versatile ad insertion solution available today.



Features

- Pre-integrated with OTT platforms
- Patented architecture for common manifest
- Extensive support for older TV sets/devices
- Add new channels in less than 30 minutes
- Automated monitoring alerts
- Multiple ad network and ad server compatibility
- Detailed analytics and reporting
- Flexible configuration options
- Higher granularity for targeting

Partial list of customers



Amagi delivers more than 200+ channels worldwide, of which nearly 60 channels are specific to linear OTT.

Here are some of the 'digital first' media companies who operate linear OTT channels using Amagi cloud platform.

amagi

Media services | Playout services | Delivery services | Ad revenue services