UNIV’s VIDEO ONLINE DELIVERY SOLUTION (uVOD) is a Software-as-a-Service (SaaS) video-on-demand (VOD) solution designed especially for TV broadcasters, multiple system operators (cable, satellite, Telcos) and ISPs looking for a simple and affordable way to offer, extend, supplement or upgrade their broadcast/streaming & VOD services. uVOD is available as a technology-only service or as a technology+content package. Our turnkey, white label service uses 100% cloud-based infrastructure. uVOD content is aggregated from major Hollywood studios and includes live/linear TV. It is available on subscription-based (sVOD) and transaction-based (tVOD) models.
**OUR OTT TV EVERYWHERE ECOSYSTEM**

→ UNIV has **7+ years of experience** designing & **delivering IPTV & OTT solutions** to our customers. Our current customers include operators like CATV, DTH, Telcos, MSOs, ISPs or content owner/aggregators, TV stations & broadcasters.

→ Our goal is to ensure **transport, delivery and consumption of content** (linear, on demand, advertising) on the open internet (OTT), to a **myriad of devices**: TVs (STBs & dongles), connected TVs, smartphones, PCs, and mobile devices/tablets.

→ We’ve **invested** and focus our resources to **develop and pre integrate** the right ecosystem.

→ Our Professional Services team will **consult and work** with you to define your **business goals** (key milestones, key metrics for success), identify any technical gaps, and provide any additional system integration effort that might be required.

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**A world-class group of partners**

- **Akamai**
  - Akamai has the most pervasive cloud optimization platform - 127,000 servers in 81 countries within over 1,150 networks
  - Video Services: caching, storage, streaming, transcoding, security
  - Akamai delivers 15-30% of all Web traffic & delivers more than 10 Terabits per second on daily basis
  - Akamai delivers over 2 trillion daily Internet interactions

- **thePlatform™**
  - thePlatform™ is the leading online video management and publishing company
  - Media companies rely on thePlatform™ online video platform as their open, central hub for managing, monetizing, and syndicating billions of video views annually
  - thePlatform’s services provide unmatched versatility for designing and supporting video businesses on PCs, mobile, and TV
uVOD 1.5 – 30K FEET DESIGN VIEW

- CMS
- Content Aggregation
- CDN
- Operator (Telco/MSO/ISP, OSS/BSS/CRM)
- Devices (PCs, Mobile Devices (iOS, Android, Windows))
- End User Experience
- Content/Data
- Workflow Traffic

- Live local TV stations
- Local VOD
- International VOD
- Live local radios

Business Intelligence
IPTV/OTT
Back-End
uVOD 1.5 – 20K FEET DESIGN VIEW

- **Source**
  - Library (Source, Top quality)
- **Live Ingestion**
  - Studio feed (HD-SDI)
- **uVOD Back End /Console**
- **Self-Provisioning Portal**
- **thePlatform**
  - CMS, SMS, ...
- **Content DRM**
  - Multi-bit rate
- **Akamai CDN**
  - ABR, Device-optimized
- **Live to VoD**
- **Ads Server**
- **Braintree**
- **Harmonic**
  - Live Ingestion
- **HLS /HDS**
  - Windows PC
  - Tablets
  - Smart-phones
  - TVs
  - HLS
  - iPhone
  - iPad

Additional Software and Tools:
- thePlatform
- CMS, SMS...
- ABR, Device-optimized
- Braintree
- Harmonic
- Live Ingestion
- Akamai CDN
- Live to VoD
- Ads Server
- HLS /HDS
- Windows PC
- Tablets
- Smart-phones
- TVs
- HLS
- iPhone
- iPad
uVOD 1.5 – 10K FEET VOD FUNCTIONALITY DETAILS

- **Source**
  - Aspera FTP
  - Shared-folder ('Mezzanine' format)

- **thePlatform Carbon-based Transcoding Farm**
  - Meta-data → Adapter

- **uVOD Back End /Console**
  - Keys
  - Meta-Data DRM Keys

- **Encryption Server**
  - ABR, Device-optimized

- **Akamai Storage /CDN**
  - HLS /HDS
  - Meta-data

- **thePlatform CMS**
  - Keys

- **Transcoder**
  - Transcoder
  - Transcoder
  - Transcoder

- **HLS**
  - Windows PC
  - Tablets
  - Smart-phones
  - TVs
  - iPad
  - iPhone
uVOD 1.5 – 10K FEET LINEAR FUNCTIONALITY DETAILS

TV Station

HD-SDI

Transcoder

Transcoder

Transcoder

Harmonic Promedia Live + Package

EPG Import → Adapter

uVOD Back End /Console

thePlatform CMS

Meta-Data

Token-based Secure Access

ABR, Device-optimized

Akamai Storage /CDN

RTMP

HLS /HDS

• Windows PC

• Tablets

• Smart-phones

• TVs

• iPhone

• iPad
uVOD 1.5 – VALUE PROPOSITION

Back Office - OPERATOR COMMAND CENTER
- Monitoring & Analytics
- Profile & Policy
- Encryption
- Video Assets

USER EXPERIENCE
- Players
- Applications
- Web Portal

DELIVERY

MANAGED SERVICES

Commerce
- Billing
- Credit Card
- Prepaid Cards
- Vouchers

e2e Operation
- Provisioning, Fulfillment,
- CRM, Support & Monitoring
- Level 1, Level 2 & Level 3
- Metadata Management

Platform
- Transcoding, Storage, Client Apps, ABR, CDN, CMS,
- Encryption
- Control Panel
- Linear Channel Ingest

Value Added Service
- Dynamic Ad Insertion
- DVR, Time shifting, Catch-up TV
- Recommendation Engine
uVOD 1.5 – WEB PORTAL

→ Designed as an in-house solution for browser-based access to media

→ Version 1.5 covers VOD and Live

→ Follows the tree structure of mobile apps
OCC - Operator Command Center
Back office

BACK OFFICE FEATURES:
1. Content management:
2. Content ingestion
3. Content publishing
4. Subscriber management
5. Device management
6. Rights management
7. Price management
8. Offer management
9. Payments: subscription, pay-per-view, video on demand, rental, and bundling
10. Storefront & Device management
11. Analytics & reporting
12. Customizable Dashboard
Multi-Screen Capabilities

- Tablets
- Cell Phones

COMING SOON
uVOD 1.5 – CONTENT DELIVERY NETWORK & CONTENT MANAGEMENT SYSTEM

→ **Olympics 2012**
  - CDN Delivered over 1B streams in 16 days
  - 47 PBs of video streamed
    → 10K years of video
    → 10M full DVDs
  - Quality delivered based on 1.2Mbps (23% increased versus 2010 World Cup)
  - 600K daily peak concurrent streams, with peak traffic over 600 Gbps

→ **US Open Golf**
  - 28Gbps peak, 116TB traffic over 4 day event

→ **US Open Tennis**
  - 184Gbps peak, 2.7PB traffic over 15 day event

→ **Gartenhof**
  - 50 x 24*7 live streams with CatchUp TV service: 29Gbps peak, 2.5PB traffic over 60 days

→ **Big Brother**
  - 59Gbps peak, 7.5PB delivered during event

* 2012 Stats
uVOD 1.5 – CMS CUSTOMER REFERENCE

Content Providers

Pay TV Operators

[Logos of various content providers and pay TV operators]
uVOD 1.5 – ROADMAP- Q2 2014

April 2014

1.5

2.0

May 2014

2.0

2.5

June 2014

2.5

3.0

July 2014

3.0

VOD, Android Tablets

Live, iOS Tablets

Extended OTT Functionality, Basic TV Support

Smartphones

Smart-TV Support, Social TV, Recommendations
# uVOD 1.5 – TECHNOLOGY FEATURES

## uVOD Platform
- VOD
- Linear Channel
- Multi-screen
- Favorite
- Multi-language (Audio & Closed Caption)
- Add-insertion
- Content Blocking and replacement
- DRM
- Social networking

## Web Portal
- Single sign on
- User Profile
- Self Provisioning
- VOD access
- Linear TV Access
- PPV
- EPG
- Search Engine
- Content Filters
- Parental Controls
- Social Sharing

## Back Office
- Content management:
- Content ingestion
- Content publishing
- Subscriber management
- Device management
- Rights management
- Price management
- Offer management
- Payments: subscription, pay-per-view, video on demand, rental, and bundling
- Storefront & Device management
- Analytics & reporting
- Customizable Dashboard

## Professional Services
- CRM integration
- Billing integration
- OSS integration
- Metadata management

## User Devices
- PCs (Browser)
- IOS devices
- Android devices
- Smart-TV
- Dongles
- STB

## Network Infrastructure
- Back-end connectivity
- Delivery connectivity (SLAs)
- CDN (Video caching, origin streaming, storage)
- Transcoding (Adaptive transport streaming)
- DRM/encryption
- Content security
THANK YOU
for the opportunity to present our business!

We look forward to hearing from you and meeting to discuss further.

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