

Cross device streaming

Overcome the challenges and take advantage of the opportunities introduced by television viewing across consumer devices

Cross device streaming

The widespread adoption of television viewing across a wide range of consumer devices has introduced massive opportunities and challenges for content and service providers. IBM's world-class streaming video platform, IBM Cloud Video, enables content and service providers robust management and monetization of high quality TV services streamed directly to consumers on their mobile, web and TV devices.

Cross device streaming helps enable many of the biggest brands in media and sports to:

- Maintain consistent user experiences across a variety of devices and platforms
- Ingest, process and distribute massive amounts of Video on Demand (VOD) and live content and its associated metadata quickly
- Centralize and consolidate complex video workflows
- Support a variety of business models (Subscription VOD (SVOD), Advertising VOD (AVOD), Over the Top (OTT), and TV Everywhere (TVE)
- Monitor and monetize each user

Built for superior performance

Massive scalability

- Cloud based infrastructure built for performance and scalability
- Ramp to hundreds of thousands of concurrent users in seconds to handle special events and peak usage
- Support for rapid subscriber growth

High reliability

- Up to 99.999 percent availability service level agreements (SLAs), 24x7 tech support, and monitoring
- Geographic redundancy for enterprise-level availability
- Reliable fail-over and disaster recovery methodology

Key benefits

- Enterprise-level system security
- Ingest and manage asset elements
- Highly advanced automated workflows and distribution
- Geographic redundancy for enterprise-level availability
- Extensive device support and the ability to quickly roll out to additional platforms



Evolving and flexible

- Robust application program interface (API) framework to quickly implement new workflows and systems integration
- Extensive device support and the ability to quickly roll out to additional platforms

Enterprise-level system security

- Independent security audits done at least twice a year
- Designed with physical and digital security features for the platform, datacenters and facilities

Simplified, automated publishing for entertainment video

The IBM Cloud Video platform treats video and metadata as the core of an engaging and monetizable experience.

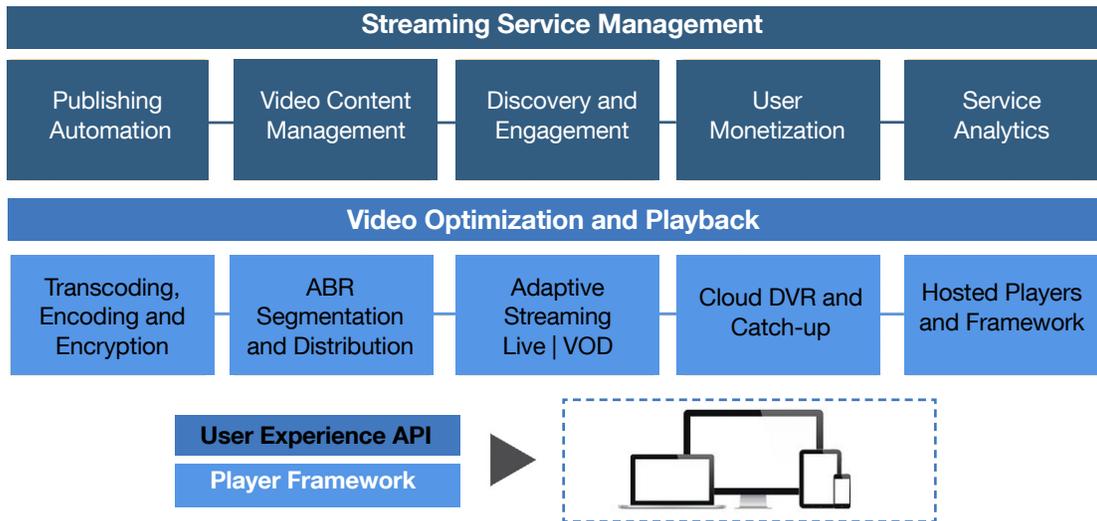
- **Video content management:** Ingest and manage asset elements, including video files, trailers, metadata, geo and time-based licensing rights, and multi-language subtitles. Optionally make updates within an intuitive dashboard, with changes reflected rapidly across devices.

- **Publishing automation:** Highly advanced automated workflows and distribution. Content catalogs are auto-generated and refreshed via metadata. Customizable rule-sets govern content transformation and priority routing based on metadata, ingest source or end-platform. Publishing dashboards and alerting provide extensive visibility at each step.

Content discovery and engagement

IBM Cloud Video's feature-rich API creates immersive and consistent navigation experiences to enhance audience viewing across devices.

- Cross screen feature continuity and user profile synchronization
- Resume playback - across devices
- Personalized watch lists and recommendations
- Predictive search and navigation
- Geo-aware catalog and language switching



Robust service analytics

- User experience Quality of Service (QoS) monitoring
- Subscriber analytics
- Video consumption metrics

Linear services and live events

- Simulcast live events or 24x7 channels from IP or satellite feeds
- Schedule or dynamically compile linear experiences from VOD assets
- Deliver catch-up or cloud digital video recorder (DVR) TV experiences

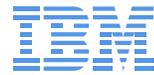
User monetization

IBM Cloud Video supports multiple and mixed business models.

- **Paid content and subscriptions:** Flexible user authorization and access controls to support SVOD, TVE, and Transactional VOD (TVOD). Enable complimentary trials, device authorizations and screen concurrency limits. Directly support subscribers through a web-based dashboard, designed to seamlessly connect to IBM Cloud Video's payments vendor or yours.
- **Ad supported streaming:** Freemium models and ad-supported streaming through the IBM Cloud Video platform stream conditioning, ad marking, and video player plug-ins to major ad management suites helping enable dynamically served ads for each user.

IBM Cloud Video

IBM Cloud Video delivers reliable and scalable video streaming services globally. Combining robust video functionality and exceptional cognitive abilities, IBM Cloud Video provides one of the most comprehensive video offerings available today. For more information on IBM Cloud Video, please visit www.ibm.com/cloud/video.



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