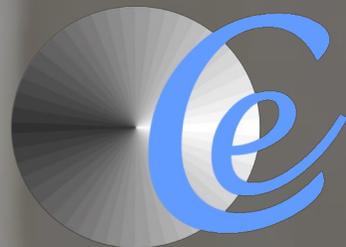


# VIDEOLIB

eCine Engenharia de Sistemas



**eCINE**  
ENGENHARIA DE SISTEMAS

VIDEO  LIB



# VIDEOLIB - Private Video Platform

Media (OTT), Corporate, Education & Health Industry



## Challenges

- Promote all costumer content
- Multi device compatibility
- Protect Content (LDL and OTT solutions)
- Export Service for Other Audience
- Measure audience behavior

Time spent with digital video will grow 25% by 2020.(Business Insider)

Brazil in 2019 - National Education Council releases LD Learning in High School. (28,500 educational institutions that serve 7.9 million enrolled students)



## Ideal Solution

- CDN and Cloud Infrastructure
- Omnichannel Implementation
- Player with big data connectors
- AES and RMS encryption ready.

- Cloud strategy.
- User Experience concerns.
- Defined audience indicators



## Desired Outcomes

- Video On Demand
- Asset Management
- Live Content
- Real Time Analysis
- Collaboration

In a recent survey of 14 edge thought leaders and market movers, the top edge application was video content delivery, which 92 percent of respondents identified as an area of impact and concern.

**IHS Markit Survey** - <https://technology.ihs.com/607898/ihs-markit-survey-top-edge-application-is-video-content-delivery>



The flexibility of VideoLib transforms the distribution of on-demand videos or live videos, for large-scale audiences, into a simple activity for our customers. Enhancing our customer videos to real ASSETS.

## Asset Management

- Asset Control
- Search Engine
- Approval Flow
- Metadata Enrichment

## Video On Demand

- Multidevice Player
- Infinite Scalability
- Best user Experience
- Flexibility to costumer
- Video 360
- Binge Watching
- Audience Real Time

## Video Live

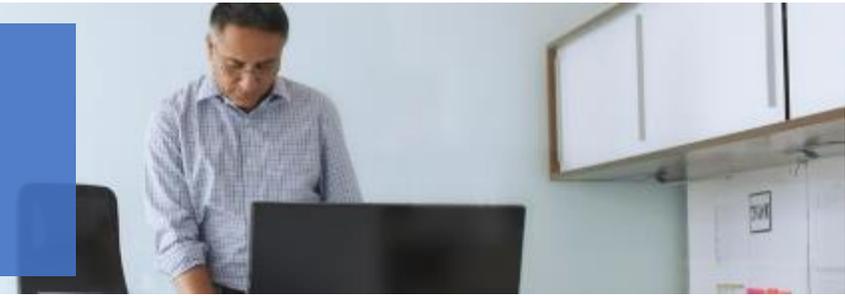
- Live Chat
- Audience Real Time
- Automatic Live to VOD
- Chat Mediation Tool

## Real Time Audience

- Real time audience
- Real time Retention analysis
- Location Heat Map

The business are changing all the time. This promote major challenges. We understood this, and we are prepared to change and build components on the platform all the time, to generate greater adherence to our customers businesses. In this context we build, for example, video player 360 in less than a week. In other costumer we developed one mechanism to ask questions during videos exhibitions, this in two weeks

# VIDEOLIB + Microsoft Azure



To win the challenge of delivering a platform as a solution for our customers, we plan to use an infrastructure that enables agility and flexibility in developing solutions. In addition to the complexity of the distribution of the videos we understand that a robust platform with a global scale and extreme quality in the delivery of technology services would be necessary. We found these requirements on the Azure platform. Today we use, in addition to Azure Media Services, more than 10 platforms within Azure, which work together to deliver the VIDEOLIB.

## Solution Alignment

### VIDEOLIB + Microsoft Azure VOD

- Enhance Scalability
- Voice to Text Extraction
- Cognitive Services
- Cloud Protection



### VIDEOLIB + Microsoft Azure Live

- Multiple Live Transmissions
- Unlimited Users
- On Line Scalable Chat
- Real Time Big Data



### VIDEOLIB + Microsoft Azure Audience

- Real Time Analysis**
- Easily Sharing Analytics Data
- IOT Infrastructure
- Flexibility

