

MediaFirst TV Platform



Industry Challenges

New Expectations:
Premium video
quality; always
available



Beautiful and
intuitive Main
Screen TV
experience

Rapid innovation
targeted at lucrative
segments



Seamless and
integrated
experience
anywhere

All devices, all
networks, all
distribution channels



Easily
customizable,
unbundled TV
services

Flexible
Managed Services



Personalized and
dynamic
interactions

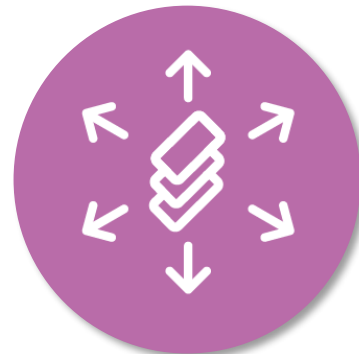
MediaFirst Core Principals

Rapidly evolve features to adapt to changing market requirements

Agility



Cloud Agnostic infrastructure enables adaptation to changing needs



Continuous Engagement is the feedback loop to rapidly evolve the platform



DevOps - a joint effort between MediaKind and customers; fastest way to deploy stable code and ensure it meets market needs

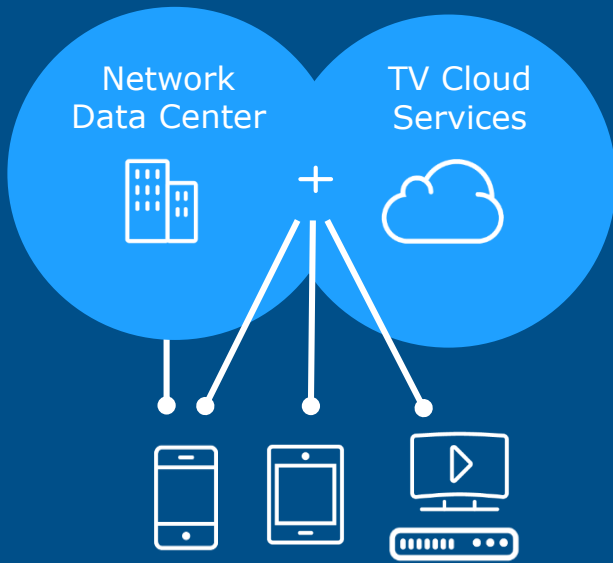


Decoupled delivery & Next generation AV for network agility; dynamic delivery adaptation

Cloud-based, Modular TV platform to all screens at web speed



MediaFirst



Hybrid cloud infrastructure

Pay TV on all screens and networks



Elastic, scalable, and customizable at web speed



Leverages best of on-premises and cloud capabilities



Delivers most cutting-edge video services



Embraces all content sources and delivery networks



Easily integrates with existing infrastructure



Service Model Options

Value to Operators

Pay TV
Innovation
@Web Speed

Agile Business

- Continuous engagement, constant innovation
- Central backend to manage service holistically
- Virtualize TV operations for flexible TVX delivery

Attract, Retain, Monetize

- Refine user experience with testing and analytics
- Monetize with targeted content and advertising based on data

Attract, Retain, Monetize

- Refine user experience with testing and analytics
- Monetize with targeted content and advertising based on data

Value to Subscribers

Break-through
Consumer
Experiences

Unbound

- Same integrated experience on every device
- Watch TV on any device, anywhere
- The single hub for all media needs, including apps

Easily Discover & Enjoy

- Less scrolling, more watching
- View all content, regardless of sources

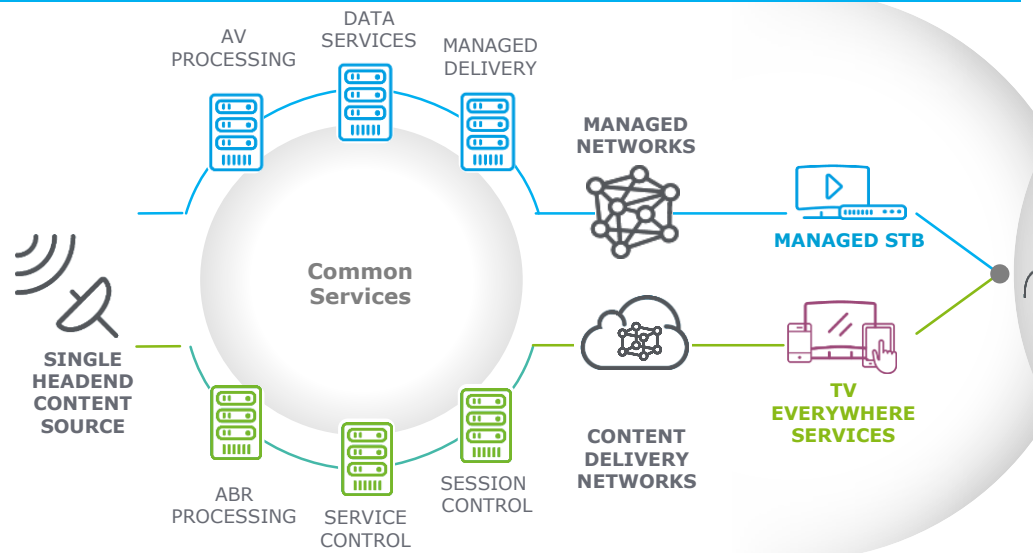
Personalized

- Your TV and preferences, on all screens
- Personalized User Experience based on data

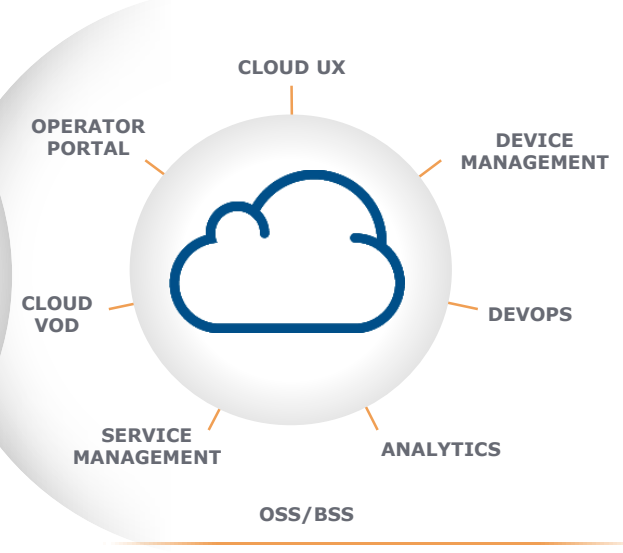
Solution Overview

- ▶ Seamlessly Integrated Pay TV Service To Any Screen

RTP Broadcast / Managed Delivery



Azure Cloud-Based Services



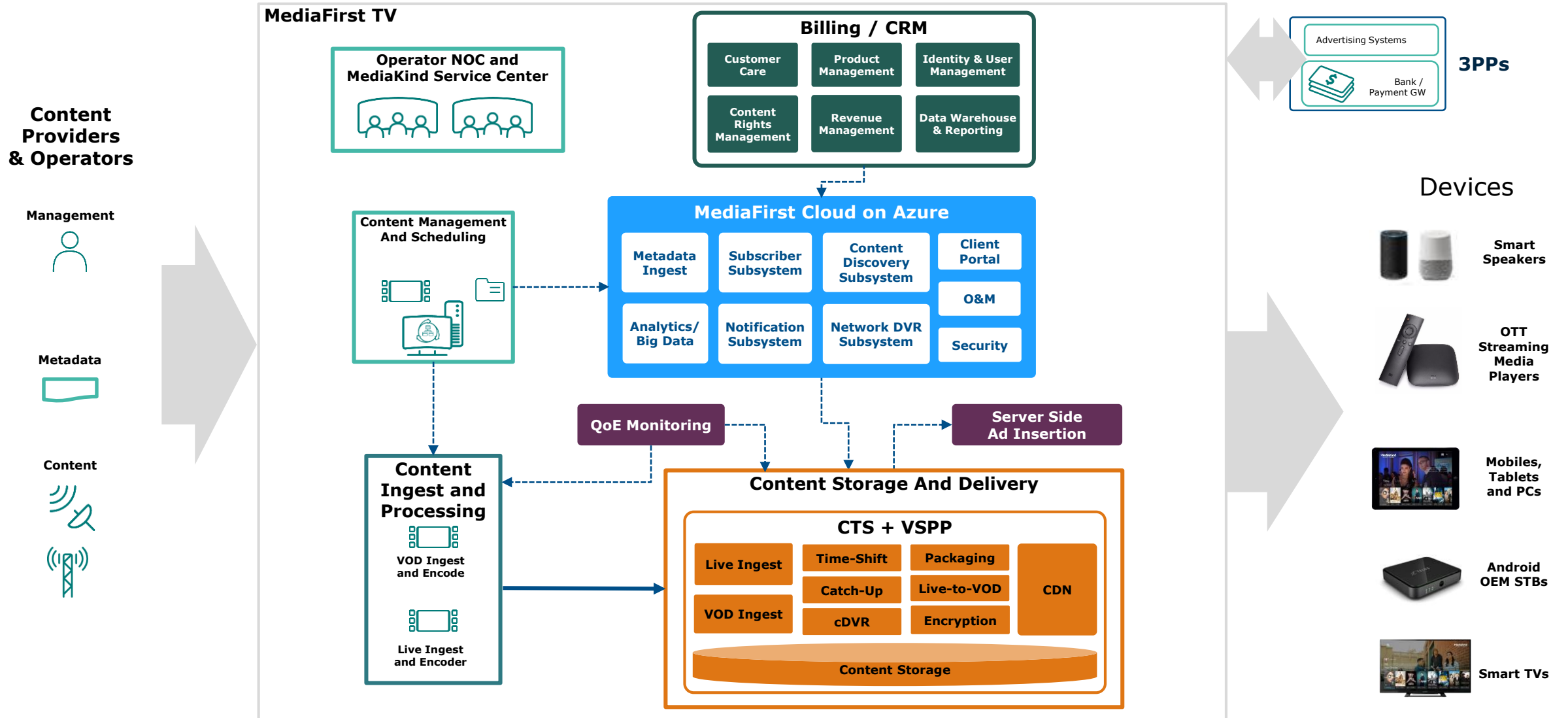
ABR OTT Delivery

Cloud-Based HTML5
Universal Client

Leverage Efficient ABR Delivery
For More TV Services Like VOD,
cDVR, And Time-shifted TV (TSTV)

Cloud-Based Operation
Scales To Any Circumstance,
Any Demand, Anytime

Architecture



MediaFirst Competitive Advantages

Rapid Innovation & Delivery

Engineered in a DevOps model

- Dev implements for operational quality
- Platform Ops “knows the code”
- Microservices Deployment

Multi-layered redundancies, autonomous fail-over, and Flexible Production Cascade enables high availability

- Multiple Prod Environments
- Co-resident Version Slots
- Redundancy across boundaries: availability zones, data center locations, network POPs, and Cloud providers (Public & Private)

Scalable Customization

- Continuous Engagement
- Universal Client Strategy
- User Experience
- Monetization
- Business Model
- Solution Evolution

Modern Merchandizing

- Consumer Experience Features
- Service Management Features
- Premium Packs
- Implementation Architecture Elements