QUICKPLAY ™

Go Beyond Encoding with Media Transformation for Multiscreen Video

Quickplay's Media Transformation services are backed by 99.99% reliability SLAs and allow you to deliver multiscreen video content to any IP-connected device.

Why Quickplay Media?

Quickplay's Media Transformation services can be offered as a stand-alone service or combined with our Live TV or Video on Demand packages to provide your customers with a complete viewing experience.

Encoding is a key part of providing multiscreen video services. However, encoding for multiscreen is much more complex than encoding for standard televisions or set-top boxes. According to IDC, To give customers the best experience and deliver high-quality content to any device, you need media transformation.

> "[A]side from the various device and media player specifications, the introduction of HD on devices and technologies such as adaptive bit rate streaming requires that many versions of the same file be encoded."

Quickplay's media transformation services go beyond encoding to optimize content for all devices and platforms. We do this through the cloud-based OpenVideo™ platform, which provides all of the integrations needed to ingest, manage, publish and consume content. This allows you to deliver multiscreen video content to any device while eliminating capital expenditures and accelerating your time to market.

Optimize Every Stage of the Content Lifecycle

Quickplay's OpenVideo™ platform automates every part of the content transformation process – from collection through publication – and performs the following Media Transformation steps:

Collects Media Files From More Than 4,000 Content Providers

The OpenVideo™ platform collects mezzanine source files for Live TV, episodic TV, movies, radio and podcasts from more than 4,000 content providers. The platform also:

- Supports both SD and HD video source files
- Collects files using IP and satellite
- Provides integrations with 200 major studios including Sony, Starz, HBO andNBC Universal
- Collects media files, thumbnails and metadata, as well as maintains relationship dependencies between them throughout the transcoding process
- Keeps content secure by supporting sFTP, HTTPs or third-party file transfer technologies such as Signiant and Aspera

Validates Multiscreen Video Content

OpenVideo™ automatically validates all content, metadata and associated source files to ensure compatibility with target devices and meet industry standards. The platform also:

- Supports a variety of validation checks including AV Duration, Bitrate, Channel, Codecs and more
- Automatically sends you alerts when errors are detected
- Ensures that the metadata delivered to Quickplay complies with standards
- Normalizes metadata according to CableLabs ADI 3.0 specification for consistency

Automatically Transcodes Media Files

Quickplay transcodes more than 25,000 pieces of content per week and:

- Automatically optimizes content for over 400 device families including smartphones, tablets, connected TVs and game consoles.
- Optimizes content transcoding based on factors such as network capacity and carrier requirements
- Supports multi-pass transcoding for superior quality
- Handles transient network speeds with advanced adaptive bitrate encodes (HLS, and Smooth Streaming) so your customers can watch multiscreen video without interruption
- Optimizes content for both streaming and download servers
- Allows for ad insertion and integrates with third-party advertising management engines, such as DoubleClick and FreeWheel

Protects Multiscreen Video Content

During the Media Transformation process, all of your content will be protected using best-of-breed encryption technology. OpenVideo™ does this by:

- Supporting industry-standard digital rights management (DRM) systems such as Microsoft PlayReady® DRM, Google Widevine DRM, Verimatrix DRM and QP DRM
- Generating reports that provide detailed audit trails for all content processing activities
- Complying with Motion Picture Association of America (MPAA) security guidelines
- Supporting authentication, device management and secure device registry
- Providing secure live streaming

Quickly and Easily Publishes Content

Quickplay's Media Transformation process streamlines content publication by publishing content to both OpenVideo's content management platform and leading content delivery networks (CDNs), such as Limelight and Akamai. It also:

- Securely transfers files to the CDN of your choice using industry-grade applications such as Signiant and Aspera
- Facilitates blackout management to ensure that the right content is published to the right locations at the right times
- Simplifies content publication configuration through reusable profiles and profile groups

About Quickplay

Backed by a decade of experience, Quickplay is the global expert in powering TV to any device. Our managed services leverage cloud economics and an open platform to integrate best-of-breed partners so you can focus on growing your business. With facilities and operations teams in Toronto, San Diego, Singapore, Chennai, and Frankfurt, Quickplay enables 700 million people around the globe to fast forward to a next generation of TV with over 700 live channels, 4,000 live events each year, and 2 million securely managed premium content assets. For more information, please follow Quickplay on Twitter @quickplaymedia.

Next Steps

Discover how Quickplay can make it easy for you to launch Media Transformation services or expand your existing offering. Visit **www.quickplay.com** or email **salesinquiries@quickplay.com**.