

SIMPLY
SMARTER
OTT & TV
EVERYWHERE
SOLUTIONS

MEDIAMAKER
Video Management System by Xstream

MediaMaker is as simple, future-proof and intuitive as it gets.



Reflecting our over 14 years' experience, cloud-based MediaMaker is the most comprehensive and flexible online video management system on the market today.

The idea behind MediaMaker is simple: if you have content, we'll do the rest.

That's why it has become the preferred choice of leading Telcos, cable operators, broadcasters and media companies who wish to manage, monetize, encrypt, encode and deliver state-of-the-art TV Everywhere, Social TV, OTT and multi-screen content.

MediaMaker combines benchmark performance and value with a unique level of usability. For instance, the system optimizes efficiency by automating workflow from ingest to playout. And, as its fully customizable and scalable, it can be precisely configured to match and evolve with your needs. But that's not all.

Proven in the field, MediaMaker also delivers a peerless end-user experience and offers many exclusive features, which enable you to maximize market penetration and revenue generation. For example, it is the only system of its kind to offer such an advanced, integrated shop and payment module.

To sum up, if you want to put your business at the cutting-edge of the future of TV – and stay there – choose MediaMaker. Put simply, it's in a class of its own.

Key benefits of MediaMaker at-a-glance:

Modular architecture

– ensures a compromise-free, fully customizable solution

Flexible design

– evolves to meet changing conditions

Intelligent software

– manages media assets and business models

Smart automation

– smoothes workflow from ingest to playout

Proven technology

– guarantees reassuringly reliable performance

Easy integration

– works seamlessly with third-party management systems

Next generation tools

– provide smarter ways to monetize content

Peerless viewer experience

– delivers HD quality streaming and slick players



MediaMaker
Guarantee:
No other video
management
system offers more
comprehensive
features, better
scalability or greater
reliability.

FLEXIBLE.
ADAPTABLE.
SCALABLE.



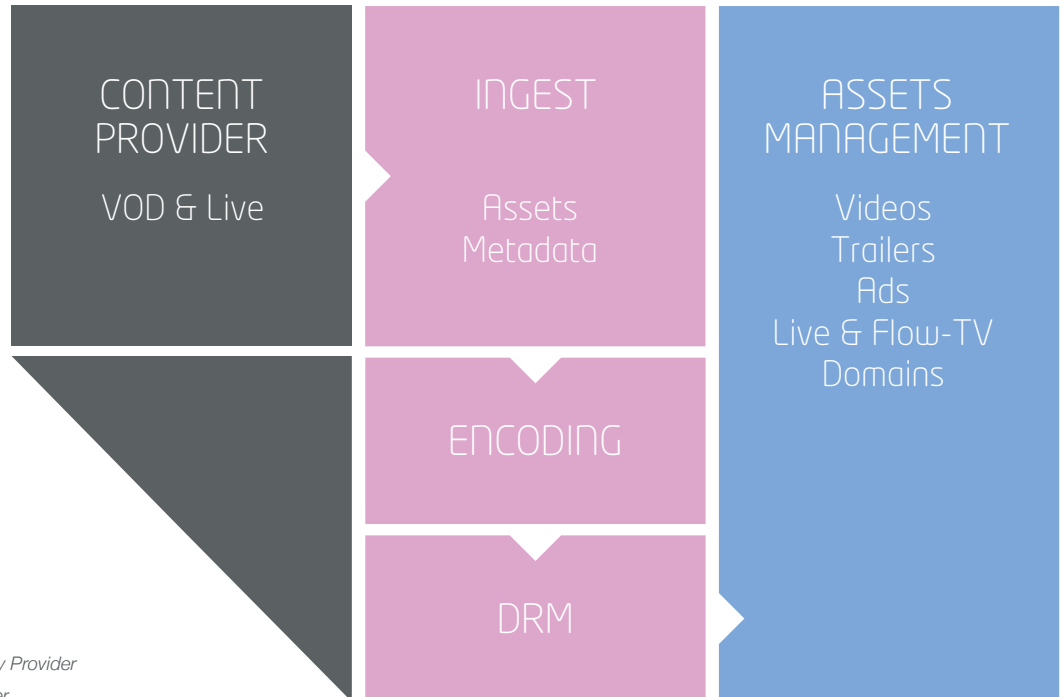
An award-winning solution backed by award-winning support, MediaMaker automates workflow to ensure optimal quality and cost-efficiency.



INGEST



MANAGE



*Xstream is a Licensed Microsoft PlayReady Provider
and a Certified Widevine Integration Partner.*

MediaMaker: a simpler, smarter workflow

Future-proof MediaMaker enables you to add new modules or functionalities as you wish. So your solution grows as your business grows. In addition, the system seamlessly integrates with third-party systems at every stage, thanks to our powerful and innovative APIs.



MONETIZE

SHOP

Product Management

PAYMENT

ADVERTISING



ANALYZE

VIDEO ANALYTICS

Views
Video tracker
Data export
Engagement

USAGE ANALYTICS

Storage
Traffic
DRM keys
Encoding



DELIVER

CDN

Live stream
On Demand

PLAYERS

HTML5
Flash OSMF
Silverlight
Smooth Streaming



CONNECT

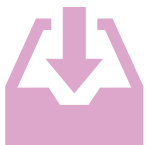
CONNECTED TV APPS

Web TV
iOS
Gaming Consoles
Customized & Whitelabel solutions
STB
Android

INGEST

It has never been easier to connect with content providers and broadcast systems.

MediaMaker's powerful Ingest module allows you to import videos and metadata from any content supplier – and multiple suppliers – and deliver it to the end platform with benchmark speed and efficiency.



In addition to MediaMaker, we also offer a suite of superior standalone services that add value to any OTT or TV Everywhere solution. These include: DRM, Media Hosting, Transcoding, Agile Development Teams, Streaming and Connected TV apps.

INGEST MODULE

Offering benchmark scalability and ease of use, MediaMaker allows you to scale faster and wider than other solutions – giving you a sharper competitive edge.

Download	Image Processing
Subtitles Transform	Decrypt
Quality Control Video	iOS Segmentation
Metadata	Transmuxing
Upload	Transcoding
DRM Encrypt (PlayReady and Widevine Encrypt)	

DRM

Managing and controlling digital rights management is easy with MediaMaker. The solution combines state-of-the-art DRM technologies that are the best available, which are from the studio approved DRM solutions, Microsoft PlayReady and Google Widevine. It also offers support for AES encryption, as well as geographic protection.

TRANSCODING

With MediaMaker you effortlessly transcode your content to multiple formats – and ensure that your content can be distributed to multiple devices. Thanks to GPU accelerated processing, the transcode manager delivers high-quality transcoding with optimal speed and efficiency, even when transcoding into HD Smooth streaming and Adaptive streaming.

MANAGE

When it comes to managing content, award-winning MediaMaker sets the standard for ease of use, cost-efficiency and flexibility.

The system allows you to simply manage all your streaming of on-demand content, as well as the live streaming channels you may have activated. Offering a very user-friendly UI, it makes accessing other modules and controlling your entire workflow exceptionally easy and efficient.



Many world-leading companies have chosen MediaMaker, including: FUHU/NabiTablets, Disney, Pathé, Canal Digital, SBS, Polaris Media, Telenor, Comoyo and Altibox. To read about these cases and many more, visit xstream.net.

ASSETS MANAGEMENT MODULE

MediaMaker enables you to easily automate the management, editing and control of every aspect of your files.

Manage metadata

Stream to multiple devices

Set up multiple live streams

Automate processes to reduce costs

Catch-up TV

LIVE STREAMING MODULE

MediaMaker makes it effortlessly easy to manage Flow-TV channels or live streaming events for your OTT or TV Everywhere service.

Stream in multiple formats

Stream to multiple devices

Set up multiple live streams

Include metadata and chose broadcast timings

Live DVR

DOMAIN MODULE

MediaMaker's industry-leading scalability means you can cover as many domains – and as many countries – as you want.

Define which domains to publish videos on

Specify metadata for each domain
(e.g. currency, language, subtitles etc.)

Activate/deactivate content for each domain

MONETIZE

MediaMaker offers the most comprehensive and flexible suite of tools for monetizing content – so there's no better system for maximizing return on assets or turning visitors into customers.

MediaMaker is the only online video management system to offer such an advanced integrated shop module. It enables you to simply and rapidly create a slick new sales channel, which wows customers and requires a minimum of human resources to manage.



At Xstream we provide 24/7 expert support and only use senior developers.

SHOP MODULE

'Out of the box', MediaMaker enables you to easily build and manage business models on all platforms.

Manage products and pricing models

Overview orders and customers

Create campaigns and vouchers

Analyze shop engagement for strategic insights

Create TV series as a product

Collate and evaluate shop data

Bundle video content for different audiences and by category (e.g. series, trilogies, category etc.)

Handle and add DRM

PAYMENT MODULE

MediaMaker gives you the ability to take payment in any form. Plus, as it offers superior third-party integration, it will seamlessly fit your existing systems.

Integrate with existing billing systems

Integrate with credit card payment providers

Integrate with SMS payment providers

Enable onetime payment and recurring payment

ADVERTISING MODULE

MediaMaker allows you to target and roll out advertising exactly the way you want. Plus, it offers hassle-free integration with external servers and ad networks.

Choose advertisement timings

Target categories and live channels

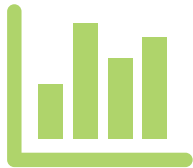
Enable point and click advertising

Track performance

ANALYZE

With MediaMaker you get the industry's most advanced analytical tools – a powerful competitive advantage.

For instance, the system gives you a detailed overview, in a very easy-to-work-with format, of viewer behavior and content usage trends. In doing so, it highlights exactly how viewers are engaging with different content on different devices: information that puts you in the perfect position to consistently optimize the success of your business.



Compared to other solutions, MediaMaker is easier to use, includes more advanced tools and functions, ensures a smoother, automated workflow, and integrates better with any third-party systems.

VIDEO ANALYTICS MODULE

MediaMaker offers industry-leading integration with third-party CMS systems, enabling you to easily track all viewer behavior, from shopping to viewing.

Track views per category and/or period

Compare periods and/or categories

Export data to CSV or Excel

Leverage engagement reports

Overview user engagement and tracking data

USAGE ANALYTICS MODULE

MediaMaker provides total transparency over media consumption and related costs.

Receive price and usage reports on customer encoding

Get a detailed overview of storage usage

Overview DRM licenses issued by media

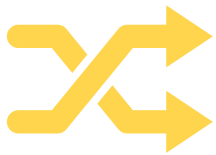
See charts showing bandwidth usage

Display number of encoded files and types of media they are encoded in

DELIVER

Unlike other solutions, MediaMaker gives you complete freedom to deliver as much HD quality content as you want, when you want, how you want, via state-of-the-art players.

So whether you wish to provide Video On Demand or Live Streaming, you'll be able to outshine your competition by providing an outstanding customer experience.



The Connected TV app we created for Jyllands-Posten was the first in the world to be available on all Samsung Smart TVs and Blu-ray devices.

CONTENT DELIVERY NETWORK (CDN)

With MediaMaker you can integrate multiple CDNs – so you can deliver content in the way that best suits your business model.

Deliver Live stream or Video on Demand

Integrate with preferred CDN

Set up as origin for multiple CDNs

Enable dedicated media hosting

PLAYERS

We back MediaMaker with a complete choice of fully featured players. All offer seamless integration with third-party systems, such as those used for advertising or tracking.

The players also offer full social media sharing functionality and advanced tracking features.

NEW FLASH PLAYER

- Leverages newest APIs of the Adobe Flash Player framework
- Multi language support
- GPU accelerated video playback
- HD toggle switch
- Playback of Videoplaza pre, mid and post-roll advertisements and overlays
- Support for timeline preview
- Choice of multiple end splash versions
- Xstream developed plug-ins: shared core, ads, user behavior tracing and customizable skin

SILVERLIGHT SMOOTH STREAMING PLAYER

- MMP-based Silverlight Player
- End splash with “Most seen videos” (7 days) and “Latest video”
- Collects view statistics in MediaMaker

Playback:

- Microsoft Smooth Streaming
- WMV streaming
- WMV multi-bit streaming

Playback of live streaming:

- Microsoft Smooth Streaming streams
- WMV streaming
- Single-bit WMV streams

HTML5 PLAYER

- HTML5 player for iOS 4.0 and onwards (iPad and iPhone)
- End splash
- Collects view statistics in MediaMaker
- Can be combined with Xstream's Flash or Silverlight player as a fallback for playback on iOS platforms
- Playback of HLS

CONNECT

MediaMaker connects you to all customers by providing the ability to deliver superior quality content to any connected device, anywhere.

As part of your MediaMaker solution we can develop a customizable app, which will enable you to stream to the devices that best suit your business model.



Our white-label app is available as part of MediaMaker or as standalone service – integrated to other online video platforms, via API.

DEVICES

MediaMaker delivers state-of-the-art quality video to any connected device.

Web, TV, iOS and Android

Set-top boxes

Gaming Consoles

Connected TVs

CONNECTED TV APPS

We can provide a top quality app which enables you to stream to any device.

Customised apps for STBs, connected TVs and consoles

Breakthrough white-label app for all devices

Seamless integration with legacy technology

WHITE-LABEL APP

Whether our clients want a customized or white-label app for connected TVs, set-top-boxes or game consoles we can provide a cutting-edge solution.

KEY FEATURES

- Fits all major TV and box brands
- Integrates with your customers' desired payment provider/method, whether SMS, credit card or invoice
- Allows you to create your ideal business model – SVOD, TVOD, AVOD etc.
- Provides statistics on attractiveness of content
- Includes studio approved DRM technologies – Widevine and PlayReady DRM
- Allows you to create ads
- Works with standard remote controls, Samsung's gesture control and LG's Magic Remote
- Enables geoblocking
- Offers PIN security and user login
- Features recommendations
- Provides language support



Xstream is the first ever company to win the Streaming Magazine Europe award for 'Best Streaming Service Provider' for two years running.

MediaMaker is
the preferred choice
of leading Telcos,
cable operators,
broadcasters and
media companies.

At Xstream we aim to be the informed choice in OTT and TV Everywhere solutions and related services. To make this goal reality, we are committed to delivering superior flexibility, value and service.

This focus lies behind our award-winning MediaMaker video management system and the unique suite of standalone services we offer. It helps to explain why we are the first company ever to win the Streaming Media Magazine award for 'Best Streaming Service Provider' two years running. And ultimately it ensures that, working with us, you can be confident your solution will be future-proof, compromise-free and reassuringly reliable.

If you'd like to discover more about how we can add value to your business, please visit www.xstream.net, mail us at info@xstream.net or call us on +45 70 27 17 78.

Here's what sets us apart:

MediaMaker

– the industry's most scalable, comprehensive and user-friendly platform

Experience

– established in Copenhagen in 1999, we have been industry pioneers since its start

Dependability

– we only use proven technology and senior developers

Dedication

– we base our business model on dedicated client teams

Flexibility

– we offer end-to-end solutions and standalone services

Specialization

– we work with top Telcos and MSOs

Value

– we run lean and leverage our experience to deliver outstanding ROI

Passion

– we're streaming geeks and proud of it!

Adaptability

– we recognize that all clients have different needs and adapt and customize solutions accordingly

