

SIMPLY  
SMARTER  
OTT & TV  
EVERYWHERE  
SOLUTIONS

xstream  
**MEDIAMAKER**<sup>™</sup>

Xstream MediaMaker™  
is as simple, future-proof  
and intuitive as it gets.  
The module based  
architecture makes it  
easy for us to grow,  
change and adapt.



Based on 15 years of experience, cloud-based Xstream MediaMaker™ is the premium flexible solution for managing, monetizing and delivering high quality video and TV on the market today.

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 and OTT solutions. Xstream 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, Xstream 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 Xstream MediaMaker™. Put simply, it's in a class of its own. if you have content, we'll do the rest.

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

## Key benefits of Xstream MediaMaker™ at-a-glance:

### Modular architecture

– ensures a compromise-free, fully customizable solution

### Flexible design

– evolves to meet changing needs

### Intelligent software

– manages media assets and business models

### Smart automation

– smoothes workflow from ingest to payout

### Proven technology

– guarantees reassuringly reliable performance

### Easy integration

– works seamlessly with third-party systems

### Next generation tools

– provide smarter ways to monetize content and tailor business modules

### Peerless viewer experience

– delivers adaptive HD quality streaming and slick players

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



FLEXIBLE.  
INTELLIGENT.  
END-TO-END.

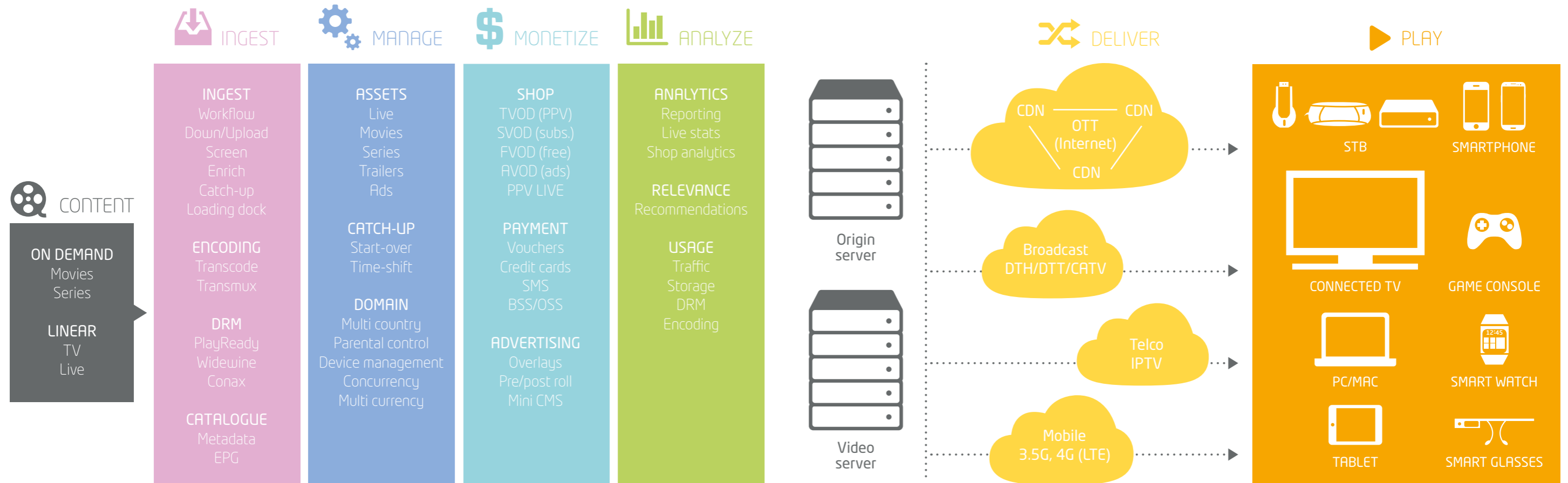
An award-winning solution backed by award-winning support, Xstream MediaMaker™ automates workflow to ensure optimal quality performance and cost-efficiency.

Xstream MediaMaker™:  
a simpler, smarter workflow

Future-proof Xstream 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.

### OTT & TV EVERYWHERE BACKEND

### OTT & TV EVERYWHERE FRONTEND



# INGEST

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

The powerful Ingest module in Xstream MediaMaker™ 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 Xstream 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, players and portals for connected devices.*

## INGEST MODULE

Offering benchmark scalability and ease of use, Xstream 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	Watchfolder
Metadata	Transmuxing
Upload	Transcoding
Loading Dock	Catalogue management
DRM (Playready, Conax Contego and Widevine Encrypt)	

## TRANSCODING

With Xstream 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.

## LOADING DOCK

The Xstream Loading Dock manages external dependencies on extra data before it is pushed to the Ingest workflow to ensure that the ingestion of metadata and video files runs smoothly, reducing time to market and time spent of dealing with large technical challenges which often is the case today with ingestion of content.

## DRM

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

# MANAGE

When it comes to managing content, award-winning Xstream 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. The inbuilt device management module provides you with a unique advantage in responding to customers needs and meeting content owners DRM requirements.



*Many world-leading companies have chosen Xstream MediaMaker™, including: Fuhu/nabi tablets, Canal Digital, Altibox, Telenor, SBS Belgium, SBS Discovery and Spark Telecom. To read about these cases and more, visit [xstream.net](http://xstream.net)*

## ASSETS MANAGEMENT MODULE

Xstream 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

Xstream 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

## DOMAIN MODULE

Xstream 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
- Device management
- Parental control to restrict asset access
- Simultaneous concurrency limitations

# MONETIZE

Xstream 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.

Xstream 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.



*Xstream MediaMaker™ supports multiple payment methods as well as support of vouchers and coupons.*

## SHOP MODULE

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

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Manage products and pricing models

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Overview orders and customers

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Create campaigns and vouchers

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Create TV series as a product

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

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Create, customize, manage and deliver branded TVOD (PPV), SVOD (subscription), AVOD (ads), FVOD (free), PPV Live and other premium services.

## PAYMENT MODULE

Xstream 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.

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Integrate with existing billing systems, BSS/OSS

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Integrate with credit card payment providers

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Integrate with SMS payment providers

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Enable onetime payment and recurring payment

## ADVERTISING MODULE

Xstream 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.

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Choose advertisement timings

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Target categories and live channels

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Enable point and click advertising

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Track performance

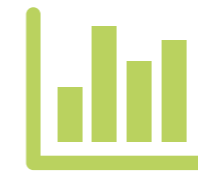
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Setup overlays, pre- and post rolls

# ANALYZE

With Xstream 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, Xstream 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

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

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Track views per category and/or period

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Compare periods and/or categories

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Analyze shop engagement for strategic insights

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Leverage engagement reports

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Overview user engagement and tracking data

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Collate, evaluate and compare shop data per day, week or year

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Track number of subscribers and recurring subscribers

## USAGE ANALYTICS MODULE

Xstream MediaMaker™ provides total transparency over media consumption and related costs.

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Receive price and usage reports on customer encoding

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Get a detailed overview of storage usage

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Overview DRM licenses issued by media

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See charts showing bandwidth usage

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

## RECOMMENDATIONS

Xstream MediaMaker™ supports a powerful recommendation engine to keep exciting users with the most relevant content.

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Intelligent analysis of usage and preferences.

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Suggesting most relevant content to end users

# DELIVER

Unlike other solutions, Xstream MediaMaker™ gives you complete freedom to deliver as much HD quality content as you want, when you want, how you want and over any network.

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.



Content is delivered efficiently via either own, 3rd party content delivery network or other networks.

## CONTENT DELIVERY NETWORK (CDN)

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

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Deliver Live stream or Video on Demand

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Integrate with preferred CDN

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Set up as origin for multiple CDNs

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Enable dedicated media hosting

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## DELIVER OVER ANY NETWORK

Cloud based Xstream MediaMaker™ are designed for today's services and to facilitate offering any stream to any screen over any network.

## BROADCAST DTH/DTT/CATV

## TELCO IPTV

Mobile  
3,5G, 4G (LTE)

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## MONITORING

Quality and performance can be monitored and secured via CDN capabilities.

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Stream quality measurement

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Device specific performance

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ISP/location issues tracking

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# PLAY

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

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

The Xstream players and portals provides you with next generation technology for a multi-screen deployment. Enabling you to deploy a tailored app on any connected device in a heartbeat - all without comprimizing on quality or features.



We provide you with the ability to deliver top-quality content to any connected device, anytime, anywhere, our apps enable you to: reduce time-to-market, get maximum value from your video assets - and put your business at the cutting edge of the future of TV.

## DEVICES

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

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Desktops

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Tablets

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Smartphones

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Set-top boxes

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Connected TVs

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## PLAYERS

Customisable rich web players and dedicated optimised apps.

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Customisable. Your own branding and appearance

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Localised. Full language support incl. subtitles

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Ease of use. Optimised rich simple user experience

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Responsive design. Adapts to devices and screens

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Wide player support. Flash, HTML5 and Silverlight

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Social. Discovering and sharing relevant content

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## PORTALS

Portals for content discovery and user management, in addition to player functionality

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Onboarding and retention of users

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Integration with payment systems

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Showcasing wide content catalogue

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Recommending most relevant content

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Xstream MediaMaker™  
is the preferred proven  
choice of leading Telcos,  
cable operators,  
broadcasters.

*Winner in 2 categories at this years' streaming media readers' choice award! Xstream won in the category for "Best TV over IP solution" and the category "Best Media Asset Management."*

*We promise our customers we will be first.  
Xstream helped us keep our promise with a  
state-of-the-art video on demand solution,  
which we – and our customers are delighted with.*

**Altibox**



At Xstream we aim to be the informed choice in OTT video 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 video management system Xstream MediaMaker™ and the unique suite of standalone services we offer. It helps to explain why we keep winning awards such as "Best company for innovation & leadership OTT" several Streaming Media awards, Red Herring etc, for our services and products. 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](http://www.xstream.net), mail us at [info@xstream.net](mailto:info@xstream.net) or call us on **+45 70 27 17 78**.

Here's what sets us apart:

**Xstream 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, Cable operators 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*

