

MEDIAMAKER

Online Video Platform by Xstream



Stream your content to any device,
on any platform, from anywhere...

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MediaMaker is a complete, professional and easy to use Online Video Platform (OVP) that makes it easy to manage, publish, analyze, transcode and monetize from online video services on all platforms.

The comprehensive features and capabilities of Xstream's online video platform, MediaMaker, enable clients to provide a high quality, interactive and engaging user experience for online audiences. The MediaMaker OVP helps customers to more efficiently organize their video offerings and enables more automated workflows from ingest to playout. MediaMaker enables you to rapidly accelerate your publishing workflow through a single, integrated solution that meets all your online video publishing, distribution and monetizing needs.

MediaMaker integrates with any third party CMS, payment solutions, advertising networks and servers, that will enable you to expand online video monetization opportunities.

MediaMaker is the online video platform behind many of the largest newspaper publishers and Over-the-top solutions in Europe. Our customers within the field are a testament of our leadership and innovation in the online video industry.



MEDIAMAKER

The OVP platform of choice for many leading broadcasters and telcos - can sharpen your competitive edge by giving you...

Customizability

A solution customized to your specific needs

Versatility

The freedom to create and deliver Internet TV to any platform

Flexibility

The flexibility to integrate with any third party CMS

Adaptability

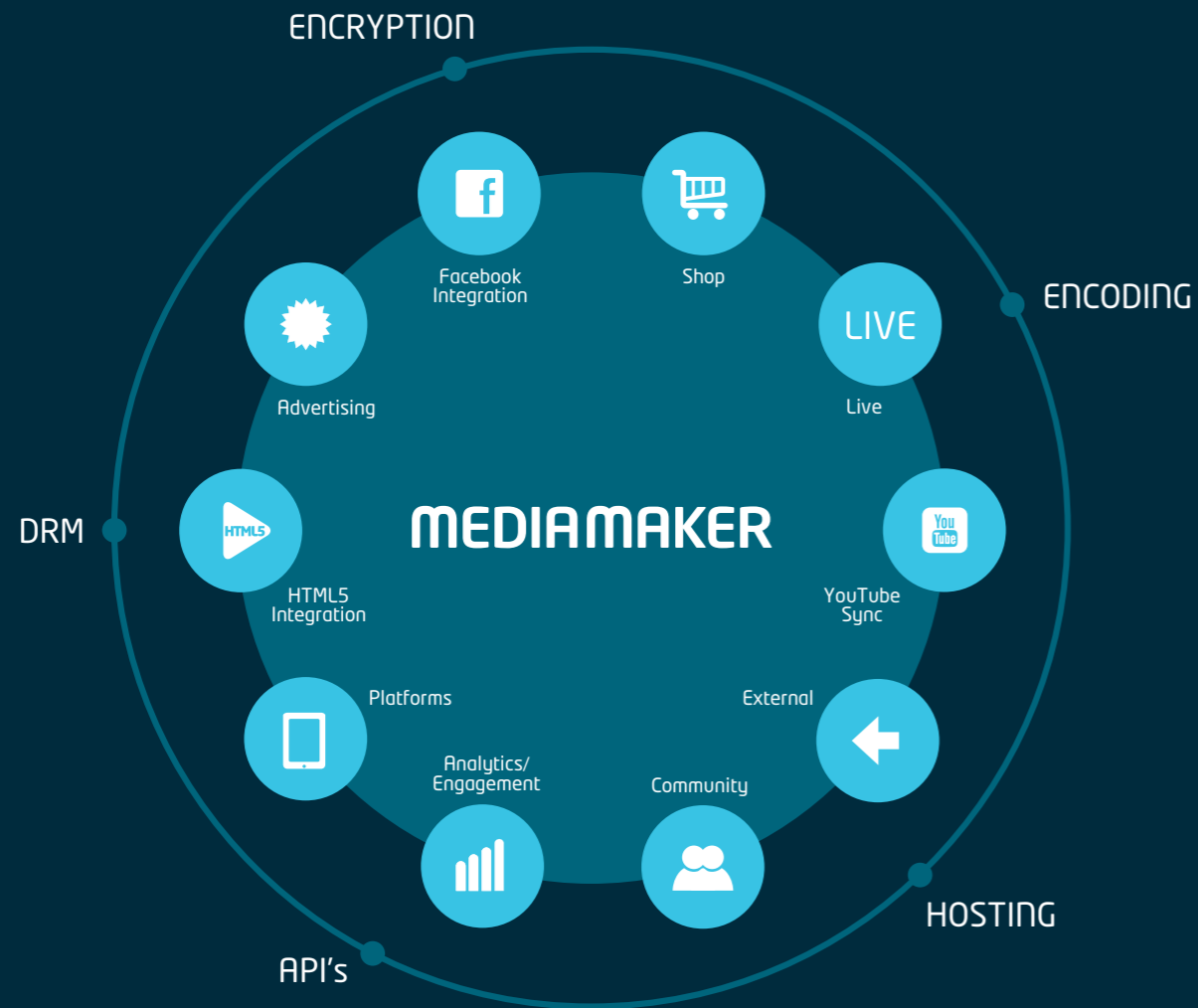
The ability to stay ahead of the curve in today's rapidly evolving market

Usability

An easy-to-use and cost-efficient way to manage video assets

Automation

An automatized solution that handles all the time consuming processing



Why use MediaMaker?

MediaMaker provides you with a powerful, easy-to-use and flexible platform enabling you to integrate MediaMaker with any other third party CMS or broadcasting solutions.

Use MediaMaker for media management assets, payment solutions, Over-The-Top services, live and on demand broadcasting, syndication, subscription services, monetization and more.

Use MediaMaker to deliver seamless, personalized video experience to your users everywhere, on any platform and all devices.

ADD-ON SERVICES

Digital Rights Management (DRM)

Encrypt your online video content
 DRM with MS PlayReady, Adobe Access, Android and iOS
 Several protection methods
 Integrate with third party payment solutions

Media Hosting

Flexible and scalable Media Hosting
 Directly connected with major backbones
 Distribute HD-quality streaming
 Price friendly Media Hosting

Encoding

Automatically encode your content to your desired format
 Several encoding options for best user experience
 Ease your work flow

Streaming formats



MediaMaker Solution Functionalities & Modular's



Analytics

- Quickly run usage reports
- Clip view counter
- Average user time spend pr. clip and category
- Number of viewers on a daily, weekly, monthly, yearly basis
- Track viewers within specific content categories
- Track viewers from specific players
- Track period specific usage
- Track most seen video clips
- Run a server traffic statistic for current traffic measure
- User engagement pr. video and pr. category
- Engagement map



Live

- Launch powerful live broadcasts
- High quality broadcasts
- High capacity backbones in Scandinavia and Europe
- Stream live in any preferred format, Adobe Flash, Microsoft Windows Media, Silverlight or other



Shop

- Manage Payment Options
- Manage Product and Pricing Models
- Create Vouchers
- Digital Rights Management (Adobe Access DRM and MS PlayReady DRM)
- Manage user accounts
- Customer and order overview
- Shop analytics
- Access to API in order for you to integrate with billing systems



Media Management

The user friendly interface provides...

- | | | |
|--------------------------------|---|----------------|
| Content upload | Manual Thumbnail upload | Geoblocking |
| Video and playlist management | Automated Transcoding | Categorization |
| Meta-data input management | Manage Index points | Tagging |
| Automated Thumbnail extraction | Media Scheduling | |
| Manual Thumbnail extraction | Manage Captions (Video graphic overlay) | |



User Management

- Personalized authorization
- Choose area specific access
- Manage system administration levels



Third Party Integration

- All data delivered via feed
- Full API integration



MediaMaker HTML5 Player

- Leverages new technology and simplifies HTML5 video delivery
- Automatically detects the user device
- Seamless fallback player, allowing your audience to get the best possible user experience
- HTML5 player support view statistics, which are collected and presented in MediaMaker
- Easily integrate with third party ad and statistics solutions
- Customized HTML5 player, with your brand layout and third party integrations



MediaMaker Player

- Silverlight Smooth Streaming technology
- Flash OSMF player
- HTML5 player
- Ready to use pre-designed and fast-start video player
- 16:9 video player
- Tell a friend
- Share on Facebook, LinkedIn, Twitter etc.
- Embed code
- Customizable end-splash
- Integration with third party systems



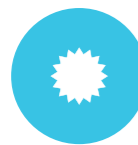
Platforms

- Video Content Management on iPad, tablets, iPhone, Mobile, Smartphones, Connected TV's, Set-top-boxes, Game Consoles etc.
- Automated Transcoding into Streaming Formats to any platform
- Automated Thumbnail Extraction
- Meta-data Input Management
- API and RSS feed output for Mobile portal Integration
- Handset Detection (Xstream Mobile Media Hosting Required)
- Manage platforms



Facebook integration

- Complete Facebook application for renting and playing of movies or TV series via the Facebook canvas
- Purchase flow for payment of content
- Subscription service
- Dynamic and customized app for easily integration to your Facebook page
- Automatically protect your content with PlayReady DRM
- Geoblocking
- Customized Facebook app to fit your branded look and feel
- Integration with third party systems



Advertising

- Create new revenue streams
- Publish and manage advertisements
- Publish pre- and post-roll advertisements
- Publish overlay advertisements
- Scheduling of advertisements
- API integration with third party AD-servers



Community

- Users can upload own content directly into MediaMaker
- Upload contains title, description, tag, category etc.
- Content automatically encoded
- Editing before publishing
- Customer loyalty creating service



External

- Enables viewers to upload videos to Media Maker via an FTP-address
- Ease your workflow and provide external partners and content providers with an FTP-access
- Automatically imported after uploading to FTP and converted to the video format used in the player
- Batch upload of many videos



YouTube Sync

- Synchronize selected video content & metadata from your MediaMaker back-end to your own branded YouTube channel
- Upload to Youtube, ticker box when uploading videos in MediaMaker
- Specific Youtube name metadata title field
- Manage and utilize Youtube playlist from MediaMaker
- Upload existing videos from MediaMaker to Youtube



About Xstream

Xstream offer a complete range of streaming services that enable our customers to distribute streaming media content on all platforms, to any device, from anywhere. Since 1999, Xstream has served major companies and content owners with streaming services enabling our customers to offer high quality streaming services and OTT solutions.

Xstream is your serious partner when you want to build professional streaming services on the web, Mobile, Smartphones, tablets, iPhone, Set-top-box or Connected-TV's.

From our lifelong experience within the field of streaming media, we can ensure that our customers gain full advantage of the possibilities within the technology.

Xstream is recognized as a professional, visionary and service minded streaming solution provider by our hundreds of customers.

Contact us for further information about Xstream and our products and services.

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www.xstream.dk

