VodFlow

An ideal end to end video streaming & monetization platform

www.vodflow.com

Market need

Recent research has proven that online video consumption is continuously and significantly increasing, with a forecast to reach up to 80% of the overall internet traffic by 2022.

Thus, to meet the needs of their target audiences, elevate their brand position, and convert leads into sales, companies should focus on delivering diverse types of video content that can reach all kinds of devices.

On-demand and live streaming videos are two of the most important types of videos that, nowadays, represent a real business opportunity for all types of companies.

Problematic

Companies in need of smooth and adaptive video streaming solutions have to deal with significant and complex issues, among them : securing content, billing for access, ensuring fault tolerance, delivering with low latency, meeting the expectations of viewers, tracking how long each viewer watched your videos, and more.

However, building and managing a video platform to solve all of these issues, actually, requires effective and efficient completion of handling infrastructure and resources as well as a profound technical knowledge.
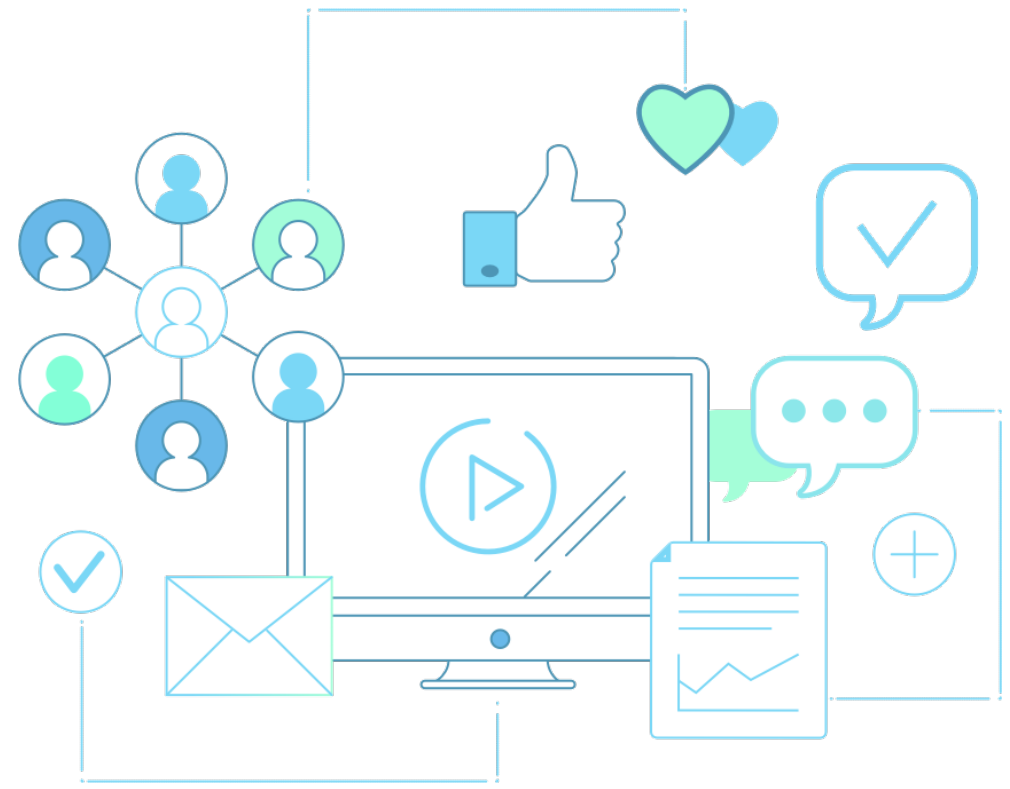
Our Solution

VodFlow

Overview

VodFlow is a **fully-customized** cost effective video streaming solution built on top of **Azure Media Services** to address specific business needs that:

- Simplifies the way you share all types of videos thanks to its **very simple user experience.**

- Allows you to create **channels** to share videos and broadcast events,

- Helps you **organize** your VOD content in categories.

- Allows you to **secure and encrypt** your content.

- Gives you 3 ways to **monetize** your content:
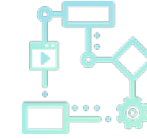 - Subscription-based access
  - Pay per View
  - Advertising

Key Features

BRANDING & CUSTOMIZATION

CMS & VIDEO MANAGEMENT
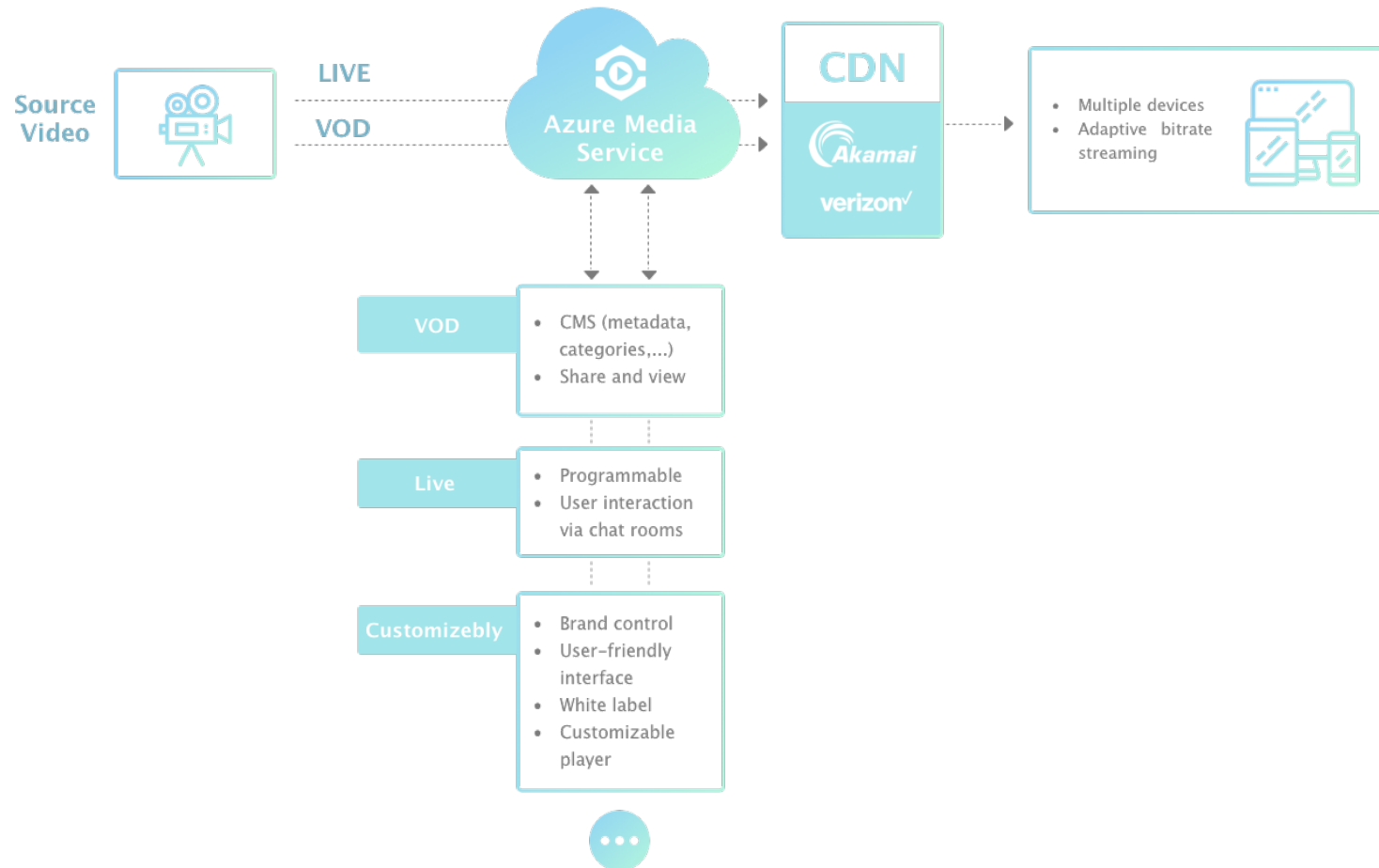
VIDEO ENCODING

SCALABLE INFRASTRUCTURE & SECURITY

MONETIZING

REPORTING

Workflow

Source Video

LIVE

VOD

Azure Media Service

CDN

Akamai

verizon✓

- Multiple devices
- Adaptive bitrate streaming

VOD
- CMS (metadata, categories,...)
- Share and view

Live
- Programmable
- User interaction via chat rooms

Customizebly
- Brand control
- User-friendly interface
- White label
- Customizable player

Advantages

For content owner:

- Monetize live streaming video events through server-side ad insertion

- Deliver ad-supported live streaming videos

- Produce live streaming video events locally, with a reduced cost, thanks to our geographically distributed architecture.

- Advantageous rates are charged

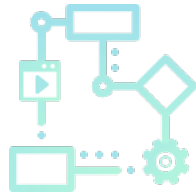- Secure your live streaming videos using encrypted token-based authentication.

For viewers:

- High-quality live streaming videos throughout the world and across multiple operating systems, devices, and platforms.

- The possibility of viewing videos without pauses, buffering or glitches.

- Real-time replay and catch up TV

Video Encoding

- Live encoding with Azure Media Services
- Scalable cloud-based encoding service with high performance
- Highly-secure encrypting system
- Adaptive bitrate streaming
- Encoder that encodes to multiple formats
- Saves you money on encoding and storage
- A full set of sophisticated encoding features

VodFlow

Live Streaming

- Streaming that can scale to any size of audience

- Cloud DVR workflow capabilities.

- One set of encoders adaptable for all kinds of devices.

- Monetizes live streaming videos at the lowest cost possible.

Video Management

- Manage video content metadata
- Organize your content into categories
- Record, upload, share and view all types of videos on all kinds of devices

Customizability

- Brand control
- User-friendly interface that perfectly fits your brand.
- White label: change your platform design, colors and layouts.
- Customizable player

Optional Monetization

Payment Plans

- Flexible payment plans
- You can choose whether to provide free access or paid

Dynamic Ad Insertion

- Allows you to stitch your video and ad content on the CMS level

Reporting & Analytics
Comprehensive Dashboard - Engagement Tracking

VodFlow gives you access to:
- detailed data on viewers
- the different devices, browsers, and operating systems viewers are using
- the total number of views and viewing time per minute
- geographic location of viewers

VodFlow allows you to analyze:
- player loads
- views: number of views, viewing time
- viewers data and attention span
- top domains, keywords entered, sources of traffic, and more.