



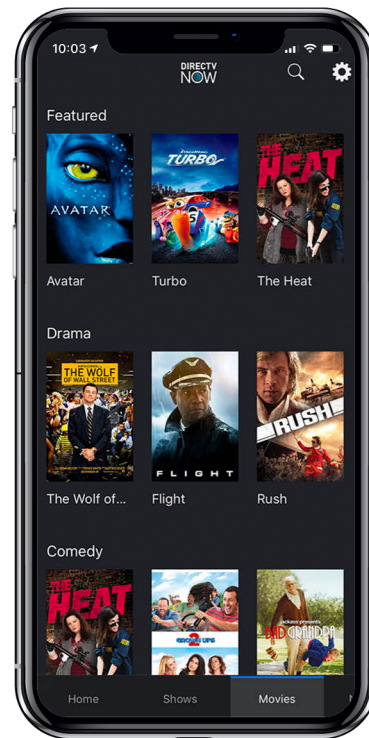
Firstlight Media Intro

2020

We drive engaging premium video

Firstlight Media is the leading OTT service provider for Tier 1 operators and content providers across the globe

- Providing a cloud-native OTT platform built on state of the art architecture
- Solving end-to-end use cases with emphasis on AI/ML, user engagement and monetization
- Supported by the largest OTT headend in the industry
- Bringing unmatched experience in complex legacy platform migrations and OTT consolidation



15+ years leading in the world of video streaming



2004

Pioneering mobile video experiences

- Award-winning OTT platform
- Built and managed 20+ Tier 1 services
- Supported world's largest live events



2016

4th Generation platform transforms AT&T

- Launched first OTT services
- Transformed multiple legacy services to multi-tenant cloud platform



2019

Cloud-native 5TH Generation platform

- Multi-tenant, modular, agile service
- Built for the future of video economics
- AI-driven engagement and monetization



A state of the art architecture

Cloud native

Run on any cloud,
deploy locally with
auto-scaling

Microservices

Atomic architecture
for modularity and
extensibility

Serverless

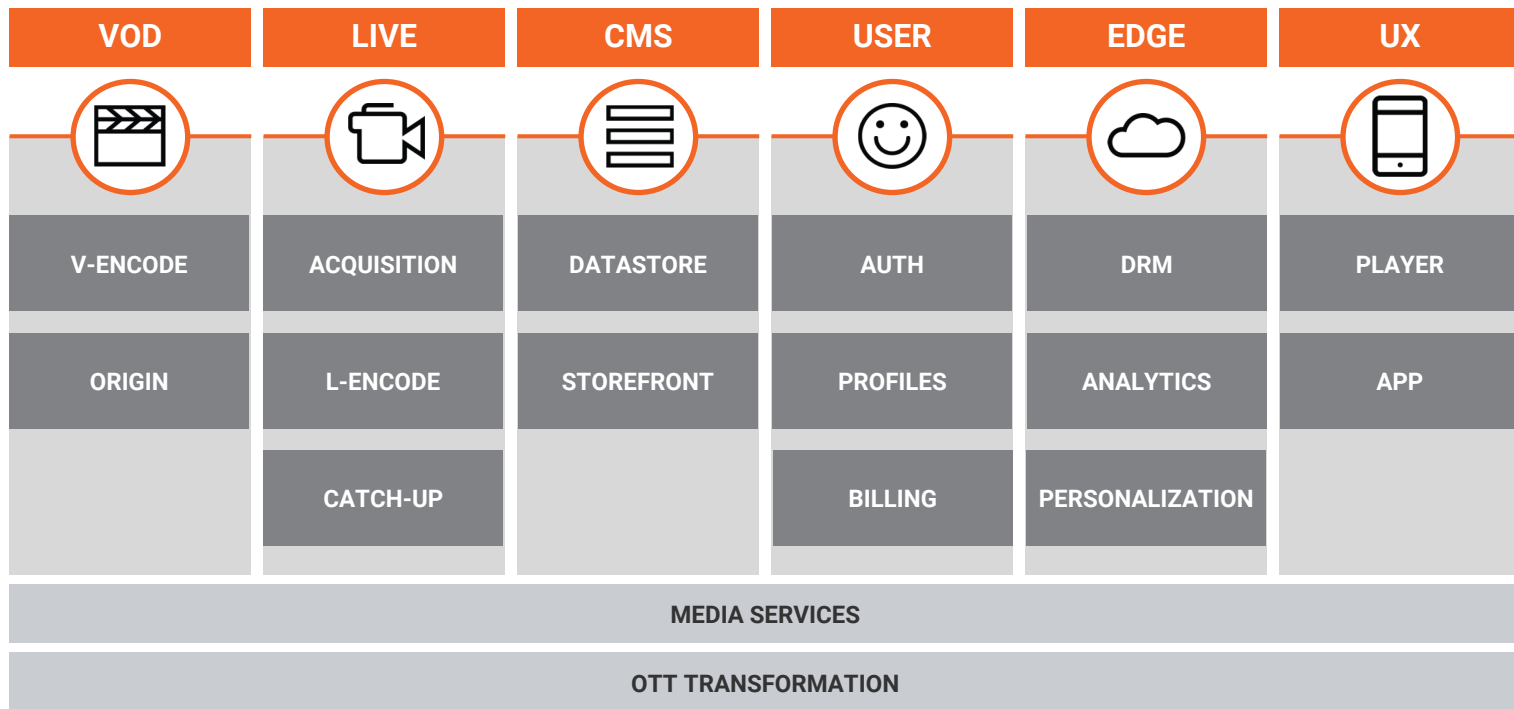
Abstracted from the
infrastructure, only
pay for what you use

CI/CD Pipeline

Continuous delivery of
reliable code using an
automated workflow



A cloud-native OTT platform to drive user engagement and monetization



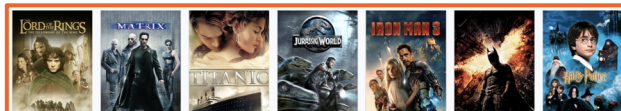
Our CMS combines a flexible datastore and a storefront focused on business value



Aggregate and enrich content from multiple sources:

- ✓ At scale, built for volume and concurrency
- ✓ Real time metadata publishing and refresh
- ✓ Multi-tenant with role-based access control
- ✓ Flexible data model with versioning for easy integration

- 🔌 **External/partner catalog** ingestion and syndication
- 🔌 **Content enrichment** from 3rd party services
- 🔌 **Media Asset Mgmt.** for asset tracking and rights mgmt.



Storefront

Datastore



Our CMS combines a flexible datastore and a storefront designed to drive user engagement

Drive engagement with our content curation tools:

- ✓ Preview layout: publish and visualize carrousels and landing pages
- ✓ Publish in advance: clone, edit, and save stores for future release
- ✓ Assisted curation: dynamic queries, custom filters, and business rules
- ✓ Auto-configure for different device types, platforms, and form factors

- 🔌 **Recommendation feeds**, e.g., content-based, personalized
- 🔌 **Content performance** and engagement metrics
- 🔌 **Policy management** e.g., concurrency, geo-restriction



Deployment strategy



Built on Azure Cloud

Our software is cloud native and currently deployed on Azure for Tier 1 operators and content providers

We live in Azure and leverage its compute, storage, and network capabilities for video encoding, content management, middleware components, and playback

Pick & choose features

Our microservices architecture has enabled us to deconstruct the A/V, data and application paths

With deep integration into Azure, we could offer a service catalog to deploy point solutions or a turnkey, managed services option for end-to-end OTT video

Deployed with 1-click

Our deployments are container-based and pre-configured for standard use cases

With one click, you can deploy an end-to-end OTT solution or the modules that fit your business. All built on Azure and pre-integrated with the standard 3rd party extensions

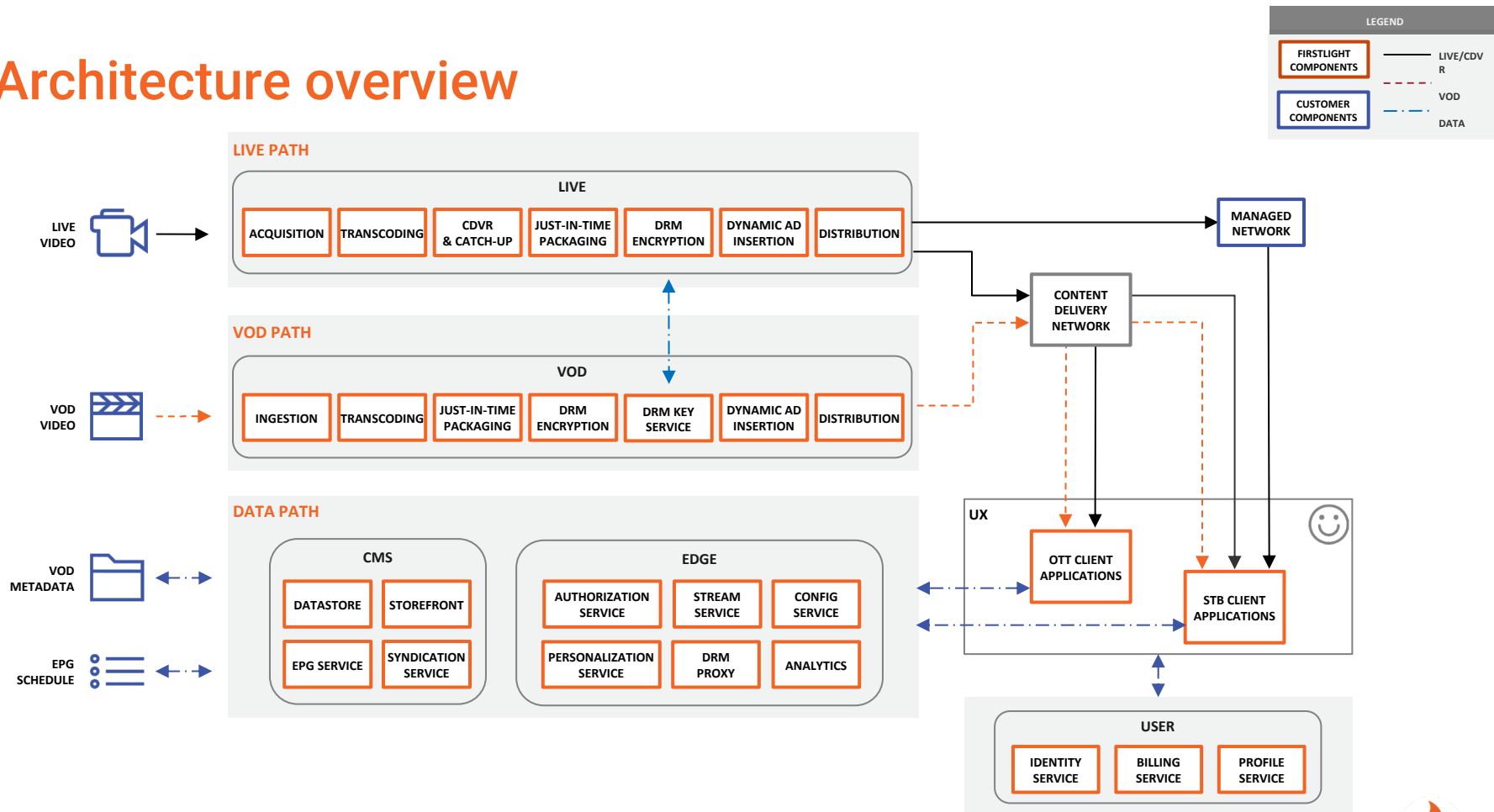
Easy configuration

Our programmatic configuration allows us to modify the service without having to redeploy code

Manage regional or business rules directly from our service console and test workflows in our staging environment. Use our CI/CD pipeline for fully automated push to production



Architecture overview





firstlight.ai