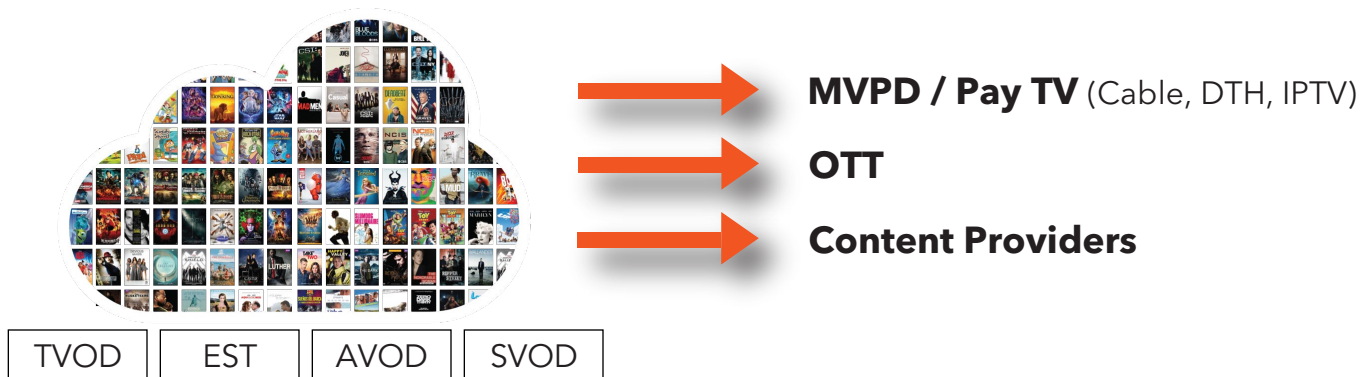# CONTENT CLOUD

VŪBIQUITY®
Part of Amdocs Media

INSTANT ACCESS TO CONTENT CATALOGS FROM MAJOR AND INDIE STUDIOS
THE MOST EFFECTIVE AND EFFICIENT SOLUTION TO CROSS-PLATFORM DELIVERY

Creating a robust entertainment offering for consumers requires extensive experience and resources for Content Licensing, Processing and Distribution. Vubiquity's Content Cloud is the most effective and efficient solution for cross-platform content delivery. Whether deployed as a full end-to-end solution or integrated into an existing infrastructure, Content Cloud simplifies the process, saving time and money.

THE BEST CONTENT...READY FOR ANY BUSINESS MODEL

→ **MVPD / Pay TV** (Cable, DTH, IPTV)

→ **OTT**

→ **Content Providers**

| TVOD | EST | AVOD | SVOD |

What is Content Cloud?

Vubiquity's Content Cloud provides immediate access to content catalogs from major and indie studios, enabling fast go-to-market distribution to launch new OTT services or enhance existing entertainment platforms.

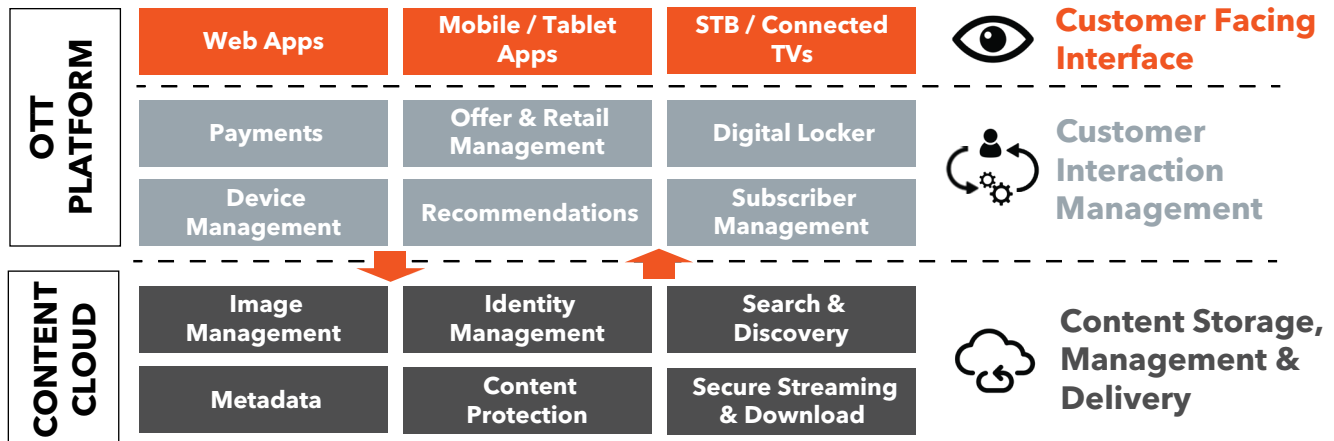Video service providers can avoid the pitfalls of costly, time-consuming processes and workflows:

- **Licensing**: Difficult to establish/maintain multiple supplier relationships, with preferential terms
- **Processing**: Resources for receiving, processing, localization and compliance of materials
- **Distribution**: Complexity around distribution to cross-platform devices

Content Cloud successfully mitigates these complexities, helping you speed time-to-market, reduce costs, and differentiate from the competition.

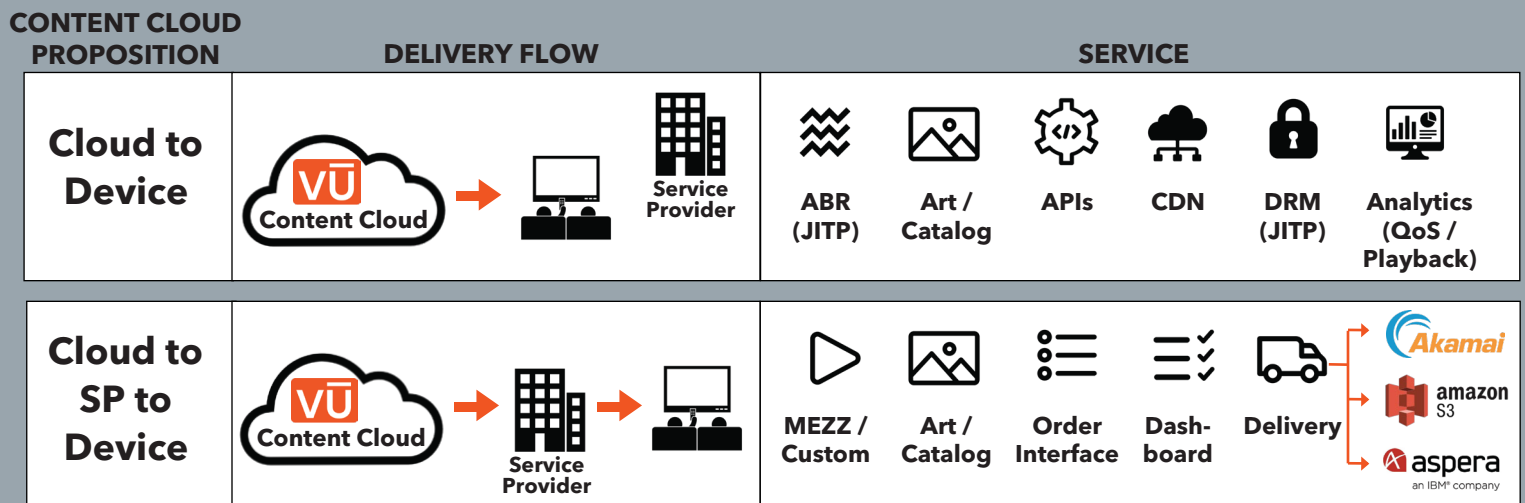| **Cloud Hosted Asset Repository**	**Asset Delivery**	**Avails & Rights Management**	**Metadata Service**	**Search Service**
Multi-bitrate / Multi-language	Retail / Wholesale		Multi-Language	
Image Service	**Identity Service**	**Content Protection** Geo IP Device Management License Management Widevine / Fairplay / PlayReady	**Analytics & Reporting**	**Front-End Integration to 3rd Party OVPs**

OTT Platform

Drive OTT growth by launching, monetizing, and customizing platforms with modular digital services, deployed as an end-to-end solution or integrated into an existing infrastructure.

OTT PLATFORM	Web Apps	Mobile / Tablet Apps	STB / Connected TVs	👁 **Customer Facing Interface**
	Payments	Offer & Retail Management	Digital Locker	**Customer Interaction Management**
	Device Management	Recommendations	Subscriber Management	
CONTENT CLOUD	Image Management	Identity Management	Search & Discovery	☁ **Content Storage, Management & Delivery**
	Metadata	Content Protection	Secure Streaming & Download	

Alternate Deployment Configurations

Content Cloud fits into multiple configurations depending on requirements.

CONTENT CLOUD PROPOSITION	DELIVERY FLOW	SERVICE					
Cloud to Device	VŪ Content Cloud → 🖥 Service Provider	ABR (JITP)	Art / Catalog	APIs	CDN	DRM (JITP)	Analytics (QoS / Playback)
Cloud to SP to Device	VŪ Content Cloud → Service Provider → 🖥	MEZZ / Custom	Art / Catalog	Order Interface	Dash-board	Delivery	Akamai / amazon S3 / aspera an IBM® company

Analytics and Business Intelligence

Optimize performance by leveraging advanced analytics and business intelligence. Gain key insights into user behaviors and content trends, as well as platform, system and operational metrics.

- Complete transparency, with end-to-end visibility of the entire business and operational stack
- Extensive set of KPIs, reports and transaction trend dashboards
- Cloud platform is customizable, connecting to your data set components for complete business intelligence insights