



MediaKind

# MediaFirst

TV Platform for Operators

MediaFirst empowers operators to offer subscribers rich, compelling video experiences on any screen by delivering the next generation of immersive media today.

## Building on MediaKind's heritage and fueled by innovation, MediaFirst TV Platform is delivering the next-generation of Pay-TV immersive media experiences that enrich life!

Supported by core principles of robustness, simplicity, and flexibility the MediaFirst TV platform delivers compelling media experiences anytime, anywhere, on any device.

MediaFirst's virtualized cloud platform provides operators with the agility to define and develop competitive next-generation services that keep subscribers engaged, driving up revenue and reducing churn.

### Key market challenges

Evolving OTT Services and changes in viewing behavior have drastically changed the media delivery landscape. With almost unlimited content choices and multiple service delivery options, the consumer is increasingly challenged with finding something interesting to watch. Coupled with strong mobile viewing preferences, the market demands a flexible platform that allows operators and content owners to tailor their services and offers to meet the evolving consumer landscape.

### What is MediaFirst TV Platform?

MediaFirst is an end-to-end, cloud-based media platform for the creation, management, and delivery of next-generation Pay TV. It provides a personalized TV experience engaging the consumer in the live, video on demand and subscription content that is suited to their viewing.

By embracing data from multiple content sources and delivery networks, MediaFirst provides operators with the ability to flexibly adapt their business model to the changing TV market and to grow with consumer streaming offerings.

### Market segments addressed

As a cloud-based TV platform leveraging a streaming A/V pipe the end-to-end solution overcomes the limitations of existing network complexity and complements existing services whether that be over IPTV, cable, or satellite.

MediaFirst TV Platform is a suitable platform to expand out from a legacy system into next-generation TV offerings. Allow MediaKind's strength in streaming to revitalize and retain subscribers within your media ecosystem.



## Value for service providers

A partner that scales with you.

### Robustness

MediaKind's experts have developed the MediaFirst TV Platform with the latest cloud native technologies, MediaKind A/V pipe, and partners to provide a true carrier grade experience. The platform implements metrics and monitors to identify any issues early, constantly tracking the consumer experience.

### Simplicity

MediaKind's skilled DevOps team deploys the MediaFirst TV Platform software as a Managed Cloud Application (MCA). This is an operational cloud deployment model and approach where MediaKind owns and manages the software lifecycle and underlying infrastructure needs. The tools and data flows are then provisioned to create a competitive user experience.

### Flexibility

The MediaFirst TV Platform is primarily API driven with rich platform and client APIs to build a tailored experience together with existing, or new business systems. The platform's tools and configuration parameters drive the user experience, offerings and also different event properties.

## Value for consumers

Enabling immersive media experiences.

### Unbound

With a platform approach MediaFirst enables all consumer interactions with the same data across devices, networks, and regions.

### Unified

The platform matches up ways to watch across multiple content types and provides a unified content experience to the consumer.

### Personalized

Each user has a personal profile for their own content space that can be curated with favorites, recommendations, and bookmarks for a continuous content experience.

## Key features

### Monetization

Offer management system with subscriptions and transactional offerings for Live, VOD, or combined. Content can be offered in different stores based on languages, regions, events, or even a space for kids.

A service provider can offer upsell capabilities with stream concurrency, personal video recordings, or premium features.

### Content Management & Discovery

- Aggregated and enhanced metadata
- Presentation manager
- Finding content

### User Services

- Subscriber management
- Authentication

### Client SDKs

- Business logic and player for a consistent and robust experience
- Restful APIs for consistent data across devices
- Development support program

### Platform interfaces

- Operations
- Reports
- Streaming data



# Why choose the MediaFirst TV Platform?

## 1. Robust and reliable

With a long history in the Pay TV industry, MediaKind understands that customer retention and satisfaction is directly tied to the quality of experience from the service. This is even more prevalent today with choices for the consumer from new OTT competitors and entertainment platforms.

Robustness has been developed inside the MediaFirst software to ensure that services are delivered and the quality of experience is maintained at all times, directly managing and reducing subscriber churn rate.

## 2. Simplicity and focus

With MediaKind's DevOps team operating the platform underpinned by large scale public cloud providers managing the infrastructure, the approach gives back control and time enabling operators to focus on what they do best - evolving amazing services and offerings which match and exceed subscriber's expectations.

## 3. Flexibility for your markets

MediaFirst provides a flexible toolset to create custom and tailored experiences driving more value to subscribers to keep them engaged.

## 4. Decoupling drives speed

The MediaFirst TV Platform constantly evolves and keeps pace on delivery as it leverages versioned APIs and a decoupled architecture from client development. This means that the platform will always be at the forefront of the latest and greatest features and technology driving bigger and better experiences.

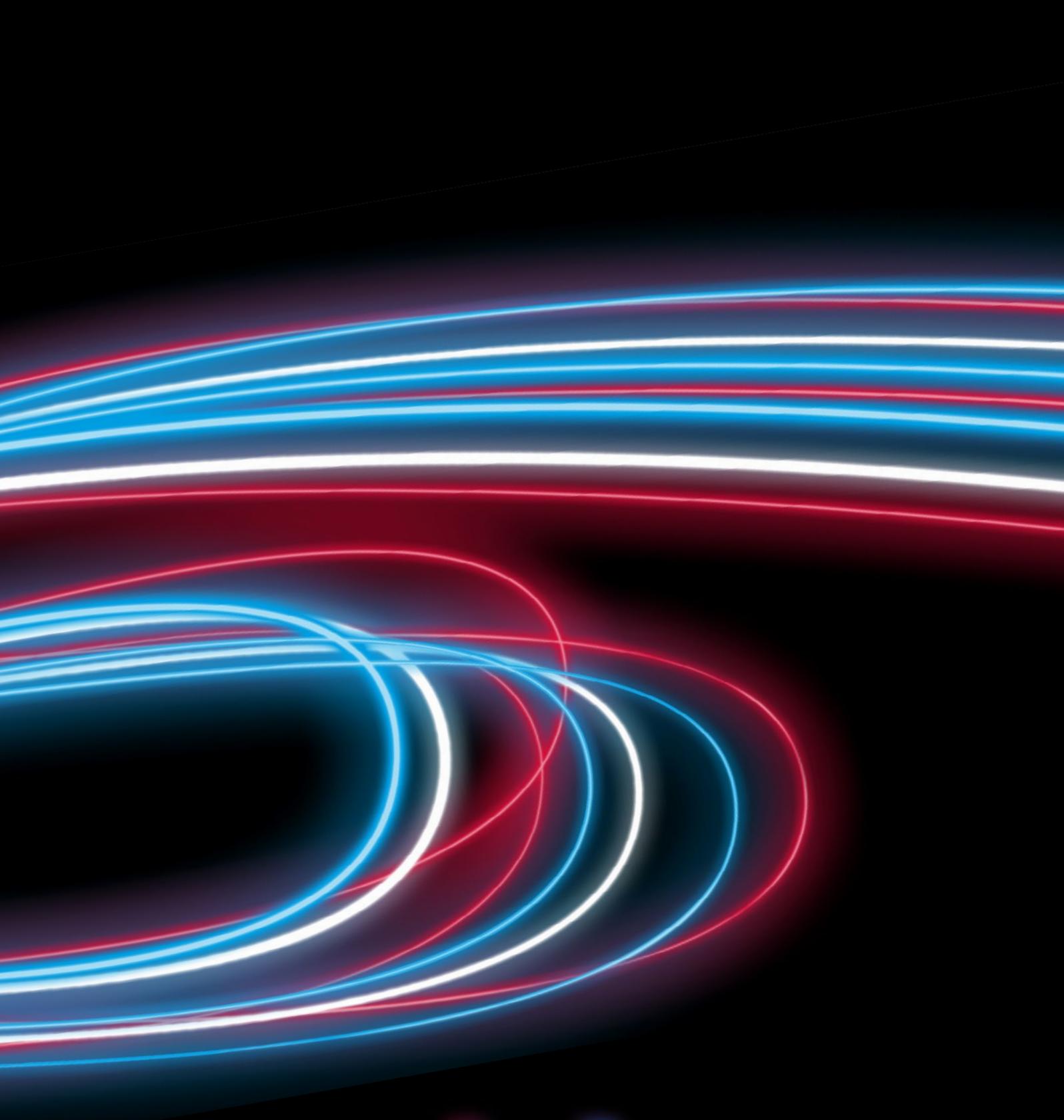
## 5. Grow into next-gen offerings today

Start offering new customers the new platform and upsell existing customers in months instead of years of traditional complicated integration projects.

## 6. Scale with confidence

MediaFirst's reliable cloud native infrastructure allows MediaKind's operators to manage content and service workloads and peaks. MediaFirst's platform and the infrastructure it utilizes has been designed to seamlessly grow and scale along with an operator's business and service growth - silently expanding capability behind the scenes.





**without  
limits**

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