

# Cloud Playout

24/7 live linear with ad management.

RTMP

(S)FTP

S3/BLOB

Playout

Playout Name

17/03/13 - 12:00:00

Videos

Search...

closed folder

opened folder

sub-financial-software-footer-763

sub-9946-ethics-small

sub-financial-software-footer-763

9946-ethics-small

financial-software-footer-763


9946-ethics-small

Choose action...

TITLE	START/END TIME	LENGTH
PAST		
footer-barbados-celine-dion	17/03/13 - 12:00:00 17/03/13 - 12:10:00	00:10:00
footer-barbados-celine-dion	17/03/13 - 12:10:00 17/03/13 - 12:30:00	00:17:00 +00:03:00
PLAYING		
LIVE footer-barbados-celine-dion 02:13:23 left	17/03/13 - 12:30:00 17/03/13 - 15:00:00	02:30:00 +1h
UPCOMING		
footer-barbados-celine-dion	17/03/13 - 15:00:00 17/03/13 - 15:11:15	00:08:15 +00:03:00
closed sequence	17/03/13 - 15:11:15 17/03/13 - 15:54:47	00:40:32 +00:03:00
opened sequence	17/03/13 - 15:54:47 17/03/13 - 19:00:00	00:11:15 17/03/13 - 19:00:00
footer-barbados-celine-dion	17/03/13 - 15:54:47 17/03/13 - 16:28:10	00:31:53 +00:01:30
footer-barbados-celine-dion	17/03/13 - 16:28:10 17/03/13 - 16:57:04	00:25:54 +00:03:00
LIVE footer-barbados-celine-dion	17/03/13 - 19:00:00 17/03/14 - 00:00:00	05:00:00

Manage Events

Playlist File Title



00 : 02 : 45

General

Filename: W\_SjkQ3ddh0.mp4

Description

Length: 00:11:35 +01:30

Tags: KEYWORD KEYWORD KEYWORD KEYWORD KEYWORD

15/04/25

112:00

113:00

114:00

mo...

moon\_energy...

penalty\_port-of-spain\_left\_press

00:...

01:30:00 +1...

01:30:00

TOTAL LENGTH

00:12:00:00

PLAYED TIME

00:00:57:47


CURRENT TIME

17/03/13 - 12:57:47

REMAINING LENGTH

00:11:02:13

PREVIEW







# Increase reach and revenue reusing owned content.

Extend audience and brand reach  
via multi destination publishing.



Social Media Units

Monetize content and increase revenue  
via API connected ad-break events.



Online Publishers

Multi-Channel Networks

# Use archived content and live streams.

## Stream, upload, and transfer.

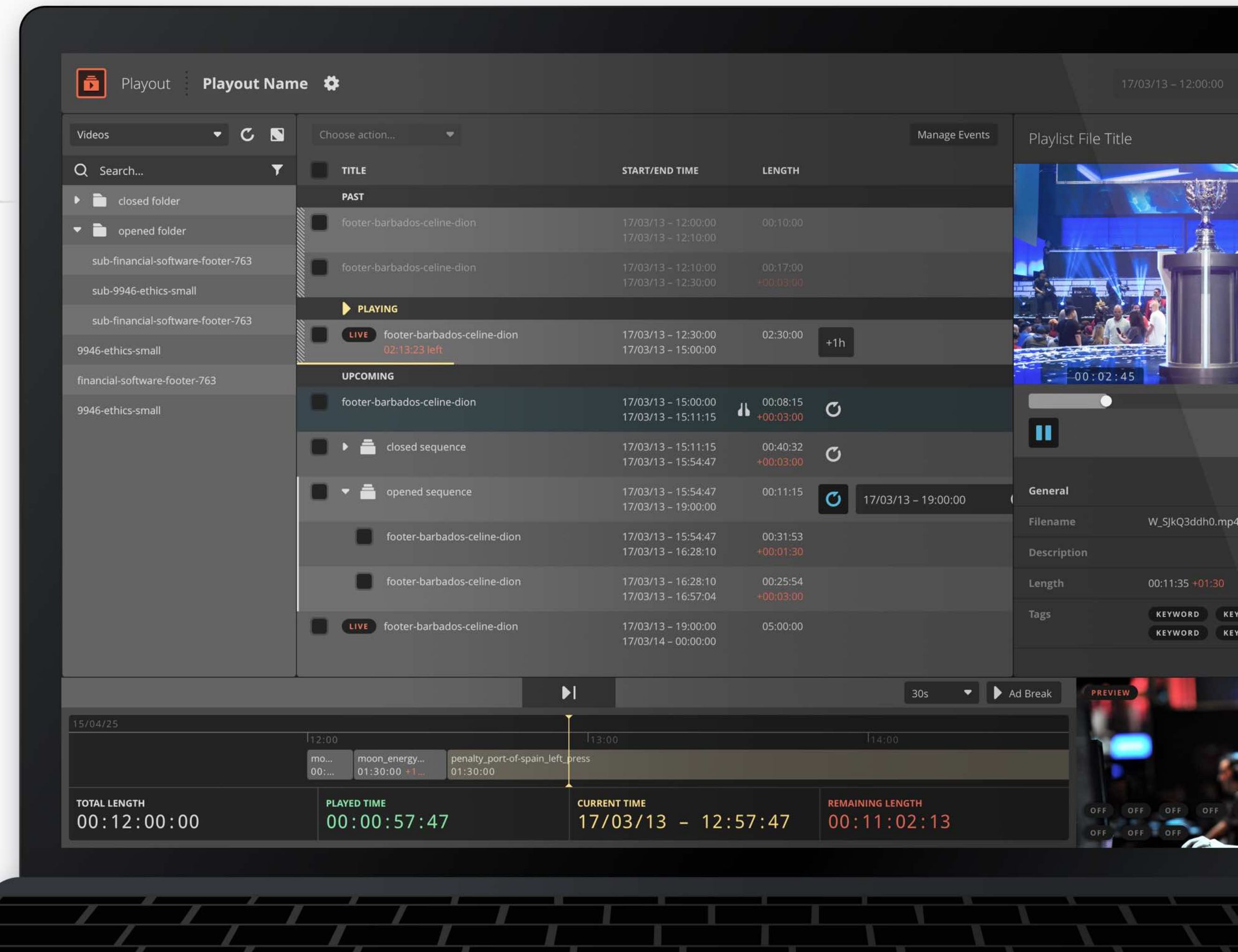
### Ingest

- ingest live streams for scheduled live segments in your rundown via RTMP push/pull
- upload assets to the integrated Playout storage via SFTP/FTP
- connect Amazon S3 or Azure Blob storages for asset access within the Playout
- automatically import asset related metadata via provided XML files
- use media RSS for automated asset transfer and import
- H.264 & HEVC media file support

RTMP  
PUSH

(S)FTP

S3/BLOB





# Plan your 24/7 program. Schedule, edit, and playout.

Loop elements till end date time

Loop whole rundown

Metadata editing

Trim assets

PNG overlays

Manual skip

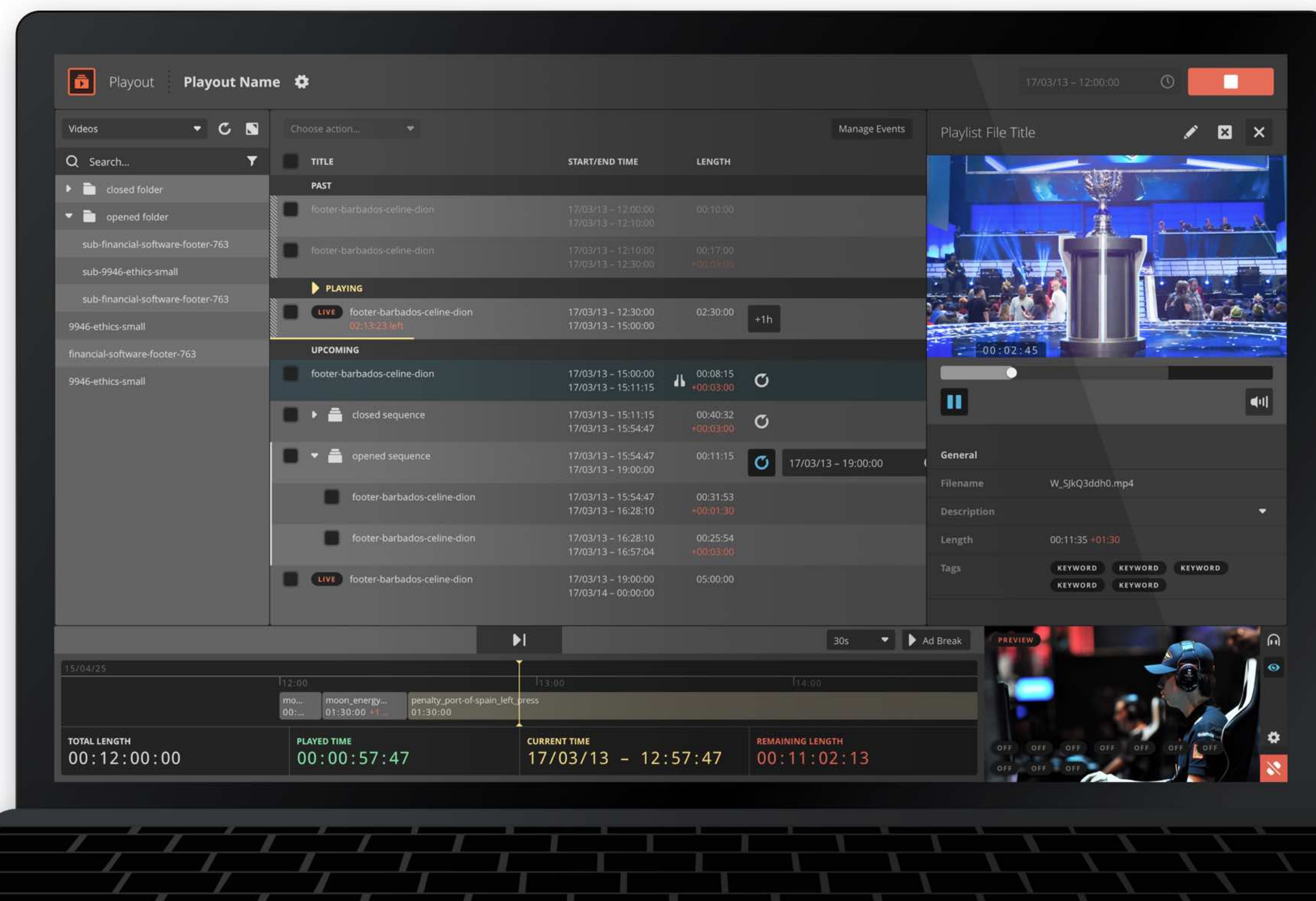
Organise content in folders, sub-folders, templates and sequences

Library search and filter options

Explorable timeline representation of rundown

Mix formats and resolutions within the rundown

timeline visualization of rundown



Real-time transcoding of scheduled content to output format (original footage stays untouched)

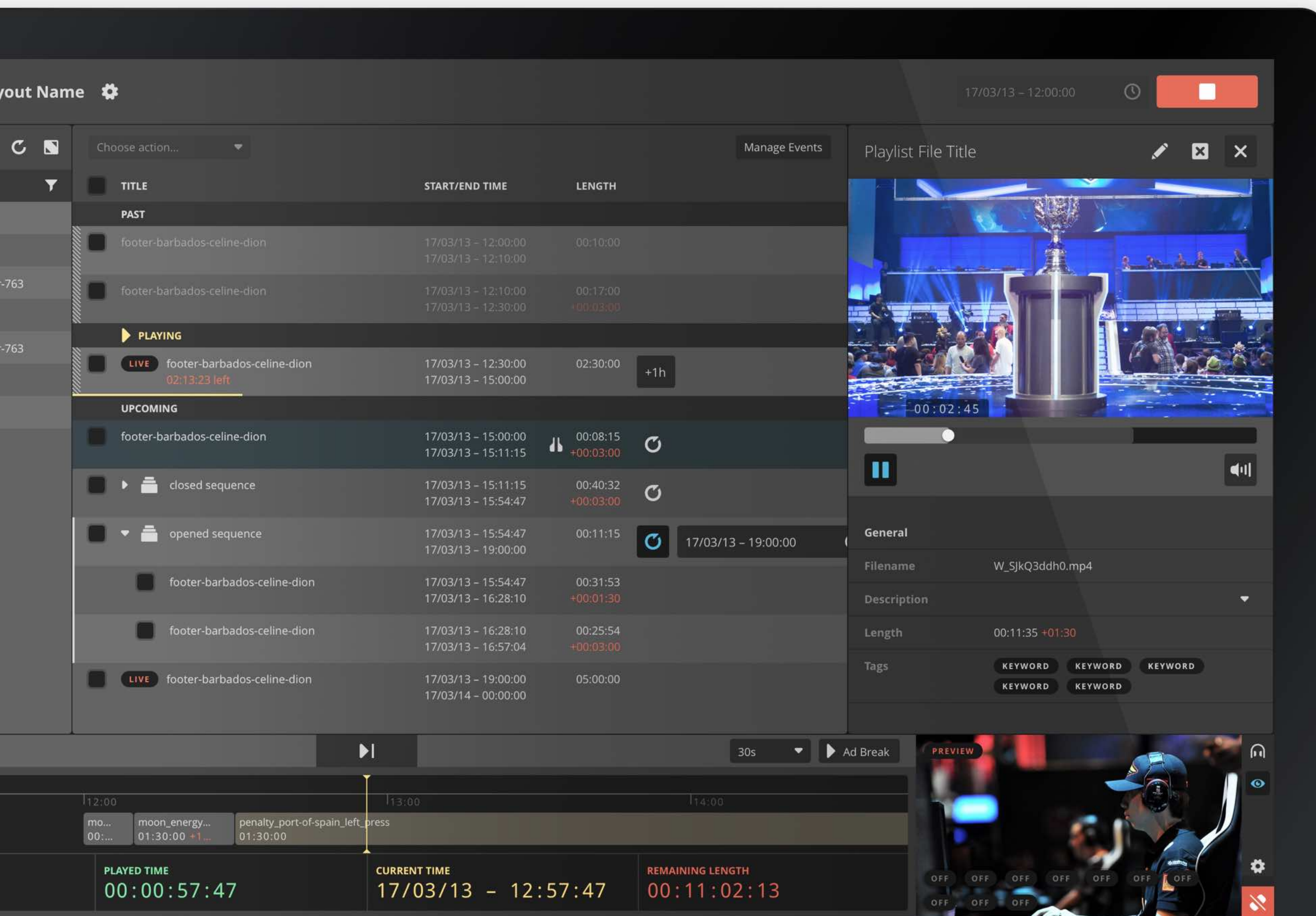
Ad-break events for on demand assets and live segments

EPG as XML generation

H264 & HEVC Output

up to 4K resolutions support

# 24/7 live on multiple platforms. Schedule, program, and publish.



## Publishing

- publish live linear stream on up to 10 destinations simultaneously
- RTMP push, RTMP pull, HLS pull (MBR available)
- trigger ad-breaks on OAuth connected destinations incl. Facebook, YouTube, Twitch, Periscope, and Smashcast
- deliver metadata to OAuth connected destinations
- monitor signal connections
- see live reports of concurrent viewers per destination
- output destination failure email alert
- 24/7 health status monitoring and failover-operation included
- receive usage and rundown history reports

RTMP  
PUSHRTMP  
PULLHLS  
PULL



# Thanks for your attention.

## Questions? We are always available.



Consulting



Integration



Training



24/7 Support

### About Make.TV

Make.TV lets broadcasters and producers in the fields of News, Sports, Esports, and Entertainment, acquire and curate an infinite number of live video feeds from mobiles, social media platforms, professional devices and traditional broadcast infrastructure. Using a browser-based continuous

playback multi-view, video streams are easily curated and played out simultaneously to broadcast systems and social media platforms like Facebook Live, YouTube, and Twitch. Make.TV's customers include Major League Baseball/BAMTech, ESL/Turtle Entertainment, Bayerischer Rundfunk, SRF/TPC,

SWR, FOX Sports Brasil, NBCUniversal, MTV/Viacom, Warner Brothers and DreamHack. Make.TV is a venture-backed software company based in Seattle, Washington and Cologne, Germany. Make.TV's investors include Microsoft Ventures, Voyager Capital, and Vulcan Capital.