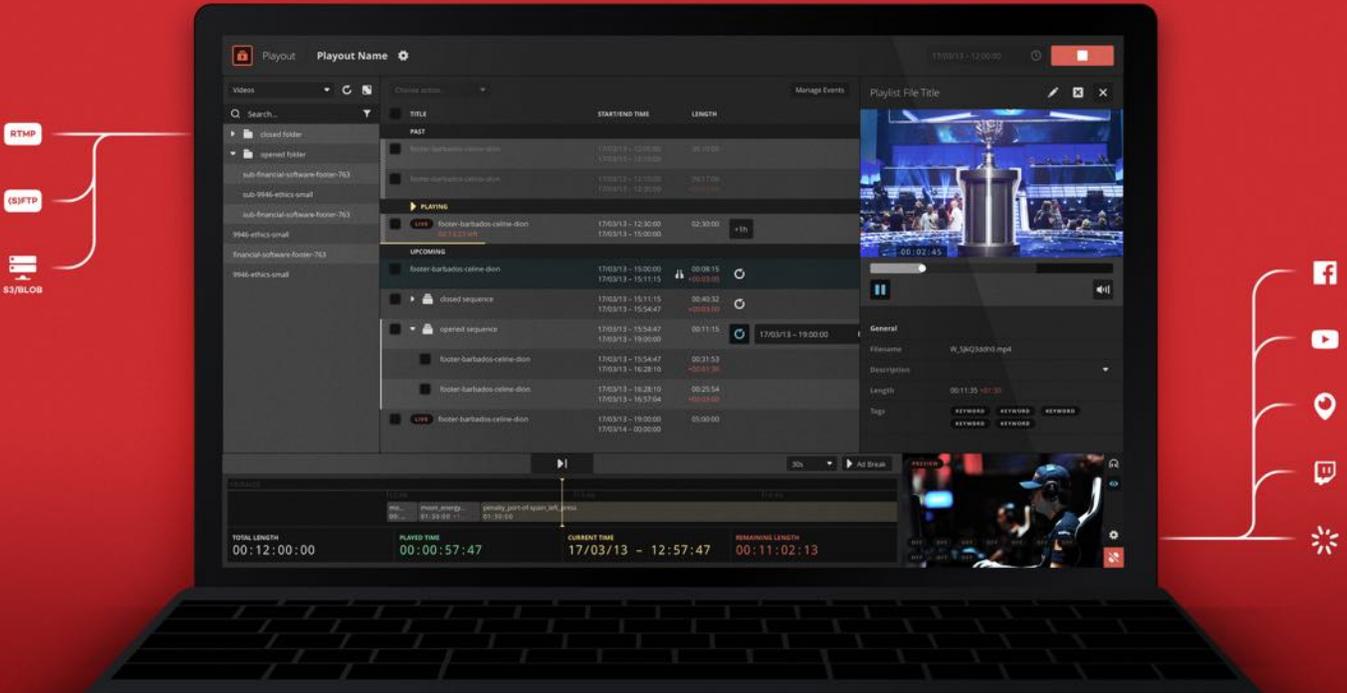


Cloud Playout

24/7 live linear with ad management.



Increase reach and revenue reusing owned content.

Cloud Playout allows social media units, online publishers, and multi-channel networks to extend audience reach by delivering linear live video across platforms. Schedule your program using archived

footage and live segments, manage destination-side ad-break events, and monetize your owned content while extending your brand's reach.

Extend audience and brand reach via multi destination publishing.



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

Social Media Units • Online Publishers • Multi-Channel Networks

Use archived content and live streams. Stream, upload, and transfer.

Live ingest via RTMP push/pull

Asset upload via SFTP/FTP

Connect and browse S3/Blob storages

Auto-import metadata via XML

Auto-import via Media RSS

Incl. H.264 & HEVC media file support

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

Organise library content

Library search and filter options

Timeline representation of rundown

Mix formats within the rundown

Loop elements till end date time

Loop whole rundown

Metadata editing

Trim assets

PNG overlays

Manual skip

Real-time transcoding

Ad-break events

EPG as XML generation

H264 & HEVC Output

up to 4K resolutions support

24/7 linear live on multiple platforms. Publish, monitor, and control.

Publish on up to 10 destinations

RTMP push/pull, HLS pull (MBR available)

Trigger destination-side ad-breaks

Metadata delivery

Monitor signal connection

Live reports of concurrent viewers

Connection failure email alert

24/7 health status monitoring

Failover-operation

Usage and rundown history reports



Consulting



Integration



Training



24/7 Support

Make.TV creates technology and solutions that open pathways for hyper-local live video to be created and shared between content creators, producers, programmers and advertisers with scale, speed and relevance previously not possible. Make.TV is trusted by world leaders in news, sport, entertainment, and esports, including Major League Baseball, ESL Gaming, FOX Sports, NBC Universal, MTV/Viacom and Warner Bros. 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.