

Welcome to MK/IO

Information update #2 | July 7, 2023

Readying for Migration

Our initial launch will deliver:

- The MKPlayer debut: Our innovative video player is designed to deliver a premium viewing experience and your gateway to more advanced streaming usecases in the future.
- The capability to stream pre-existing on-demand assets from connected Azure storage accounts, managing them via your Dashboard.
- A preview of our Live Streaming and Live Encoding services in BETA.



Preview of MK/IO Pricing

As we eagerly anticipate the launch, we're giving you an exclusive preview of our competitive pricing structure.

While the full pricing details will be available on our website from July 11th, here are some highlights.

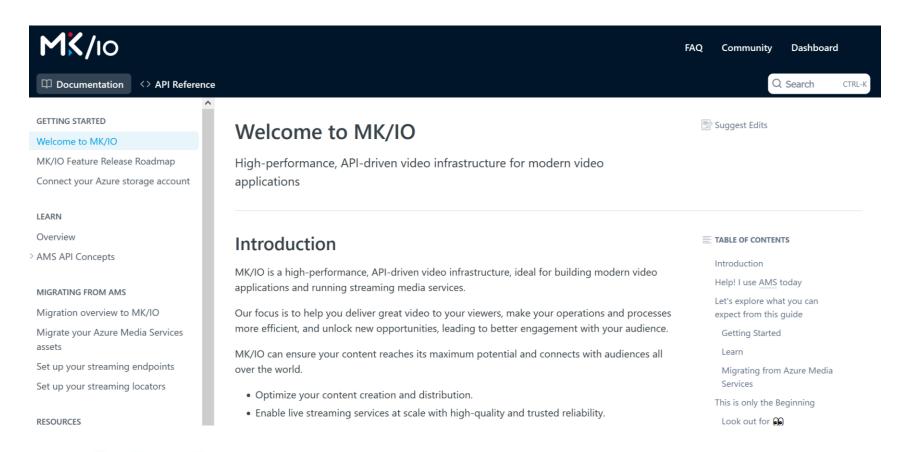
Live Streaming and Recording	Foundations Podcast and Simple Web Streaming		Advanced Education, Entertainment and Premium Podcasts		
Passthrough (no encoding)	0.5¢/min		1.8¢/min		
Max. aggregate input bandwidth	5 Mbps		60 Mbps		
Max, input bandwidth for individual track	4 Mbps		20 Mbps		
H.264 Encoding (Including Packaging) H.264, Dolby and AAC encoding			Up to 1080p 5.3¢/min	0.000	
Video File Encoding	Foundations Podcast and Simple Web Streaming	Advanced Education, Entertainment and Premium Podcasts		Premium Premium Media and Entertainment	
Up to 720p	0.75¢/min	2¢/min		8¢/min	
Up to 1080p	1.5¢/min	4¢/min		16¢/min	
Up to 4k		8¢/min		32¢/min	
Video File Streaming	Shared Shared video streaming for enterprise and web applications.		Dedicated Scale to the audience, with a guaranteecoutput.		
Streaming output	\$64/month Up to 600 Mbps total bandwidth (variable)		\$139/unit per month (unit = 200 Mbps guaranteed output)		
Content Protection	Fixed-key encryption Secure delivery to authorized clients		DRM Multi-DRM su	pport	
	10¢ /100 keys		20¢/unit 100 DRM licenses		



Your Guide to Migration

We're dedicated to making your transition to MK/IO as smooth as possible. To assist you, we're pre-releasing our comprehensive migration guide on our documentation portal as well as our raw API reference, accessible via this <u>link</u>.

- Getting Started with your subscription.
- Migrating your Azure Media Services Assets.
- Setting up your Streaming Endpoints.
- and more.





Use-Case Focused Articles: Coming Soon

Understanding that every customer's needs are unique, we are developing use-case focused articles. These articles will provide targeted insights specific to your workflows. Be on the lookout for these in our upcoming communications.

The journey toward revolutionizing the video industry is about to begin.

Our team at MediaKind is excited to help you #makevideo better, together. Join us for our official launch on July 11th, 2023. We look forward to having you onboard!





MediaXind

For any additional support or inquiries, write to us at sales@mediakind.com or chat with us at io.mediakind.com