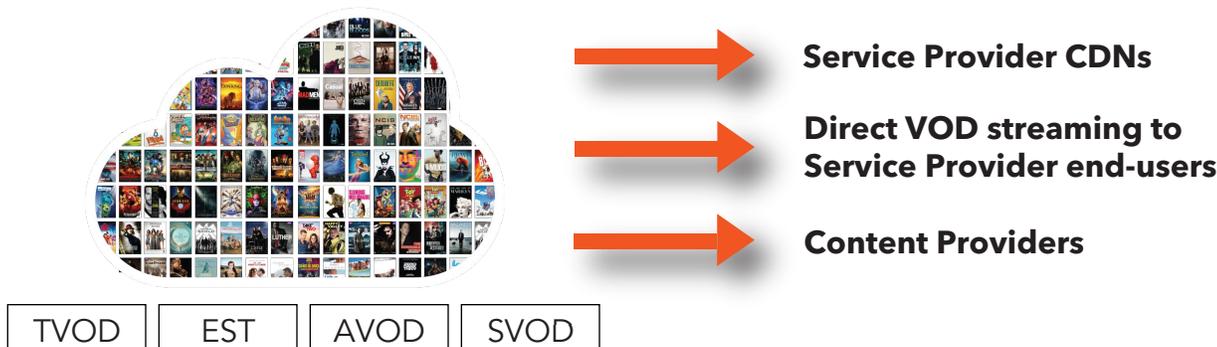


ACCESS READY-TO-USE CONTENT CATALOGS ACROSS MULTIPLE TERRITORIES CENTRALIZED SOURCE DELIVERS TO PLATFORM OR MULTI-SCREEN END USER

Content Cloud is powered by a PaaS-based, multi-tenant modular system that is API-driven and runs on the public cloud, letting service providers monetize pre-processed VOD assets and CableLabs compliant metadata. As multi-screen OTT video services mature, the packager component has become more complex with multiple options and content delivery use cases. Amdocs Media is moving VOD Just-in-Time packaging and DRM encryption workloads to the cloud with better business agility, global accessibility upon content license rights, and higher performance and scalability in storage and CDN Origin. Content Cloud gives Telcos and Service Providers future-proof flexibility amid a rapidly shifting technology landscape.

Customer success and engagement -- Strategic partnership with Microsoft.

- We believe in VOD content market growth and connectivity everywhere
- We provide cloud-enabled, Microsoft Azure Media services-based intelligent VOD processing
- Content Cloud is future-proof, powered by sustained growth and innovation under Amdocs Media



By using Content Cloud, the ability to request content streams will be set on a Telco affiliate level. An affiliate can request a streaming locator based on their own knowledge of accounts, transactions, and entitlements. Subject to the affiliate's back-end system verifying a valid entitlement, the affiliate must be able to securely request a stream for the offer from Content Cloud.

Best-in-Breed Solution

Overcome OPEX/ROI challenges, technology hurdles and delays with a content solution that helps drive market growth and enhance entertainment offerings.

CHALLENGES

Creating a robust content offering requires extensive experience and resources for Content Licensing, Processing and Distribution.

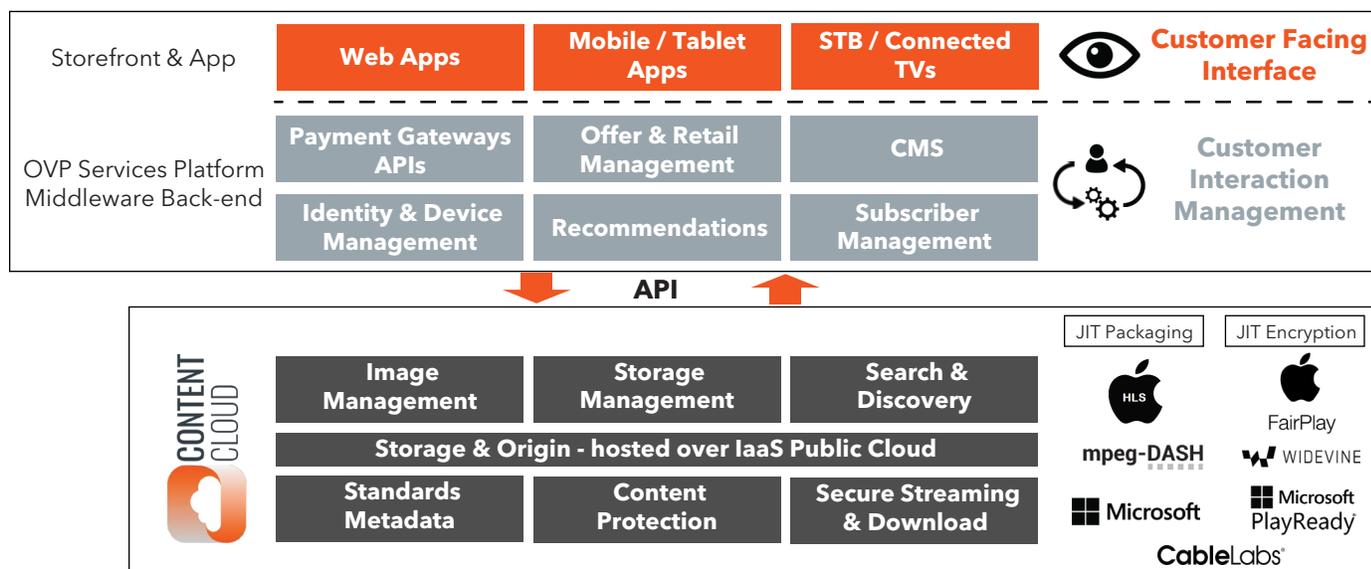
IDEAL SOLUTION

An effective OTT VOD content cloud solution enables true cross-platform content delivery and provides monetization opportunities for any business model.

DESIRED OUTCOMES

Mitigate VOD processing and scalable storage complexities with a powerful and cost-efficient content solution, improving security, multi-DRM workflows, and covered under an SLA.

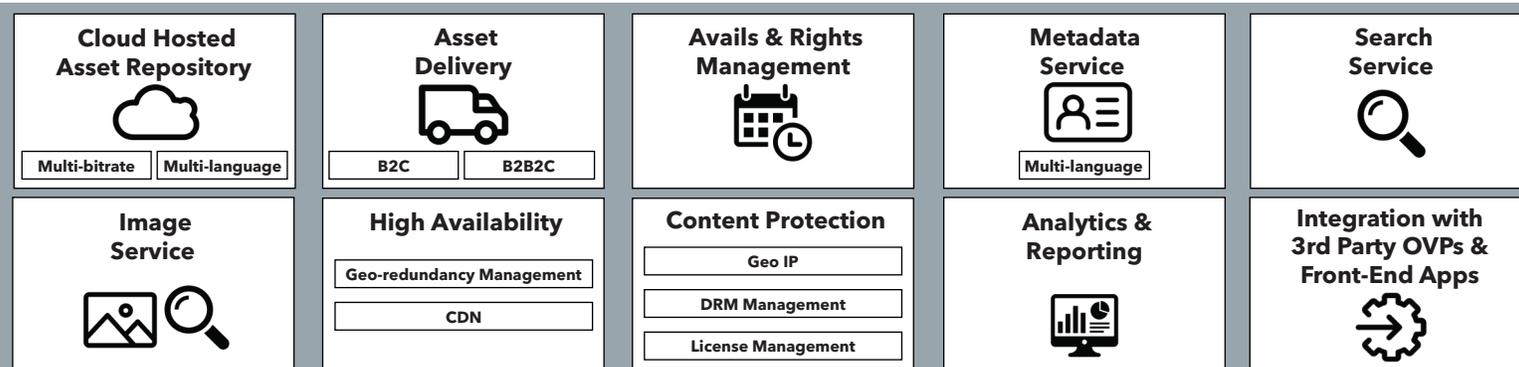
'Stand-alone' integration scenario with the Service Provider/Telco OVP



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

Key Benefits and Capabilities



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