



MEDIACAST

INTERNATIONAL

Saudi Arabia Entertainment Platform

Contents

Livestream Central

VOD Hub

Distribution

Presentation

Monetization

Media Management

Why US

Livestream Central

grab all livestreams from multiple production locations or multiple streams from one production location into the platform and turn around to audiences faster, more reliable, clearer, with wider reach, dedicated and more engaging than any other linear platform.





Faster Because

Relaying Satellite or Microwave signals to broadcasters TV centre takes **1.2 seconds**. Linear DTH re-transmission to audience adds another **1.5 seconds** a total of **2.7 seconds** for home viewing. Re-streaming of Live TV output on OTT and IPTV platforms adds a further **2 seconds** bringing the total to **4.7 sec**. This is meant to make comparison between sending live signal to TV Centre via stream or Satellite/Microwave. Livestream is sub one second while the later is **2.7** because of the geo satellite latency.

More Rreliable Because

- We will host our **CDN** edge at **STC** inside **KSA** (Or on-premiss or even hypered if requires) to which livestreams are sent to create and churn out native adaptive streams of all devices.
- Its scalable to **20+ million** simultaneous viewers on each device mode. It will be the first primary video **CDN** edge in **KSA**.
- The primary **KSA CDN** will integrate with a multi **CDN** echo system for optimised regional and global distribution.
- Traditional distribution strategies rely on sending the primary streams to nearest regional **CDN** edges in **UAE**, Israel or Turkey where audience will call their content from.



Clearer Because

Linear platforms have a maximum HD resolution output of 1920 x 1080, the 1080p . Due to satellite bandwidth limitations on both the relayed links from the events location to the TV centre and the DTH output from the TV centre to audience.

We stream native 4K of 3840 x 2160 pixels, or 2160p live streams to all local and global media outlets (local, regional Broadcasters, News agencies & the wider Web) and most importantly to all the App devices.

Wider Reach Because

The output is global and not tied to traditional broadcasters DTH regional distribution constraints. Easier, cheaper and higher Quality live and VOD content access for outside the region media outlets and content providers.

SAMSUNG



SONY

iPhone

android

Apple tv

Roku

firetv

android tv

Apple WATCH

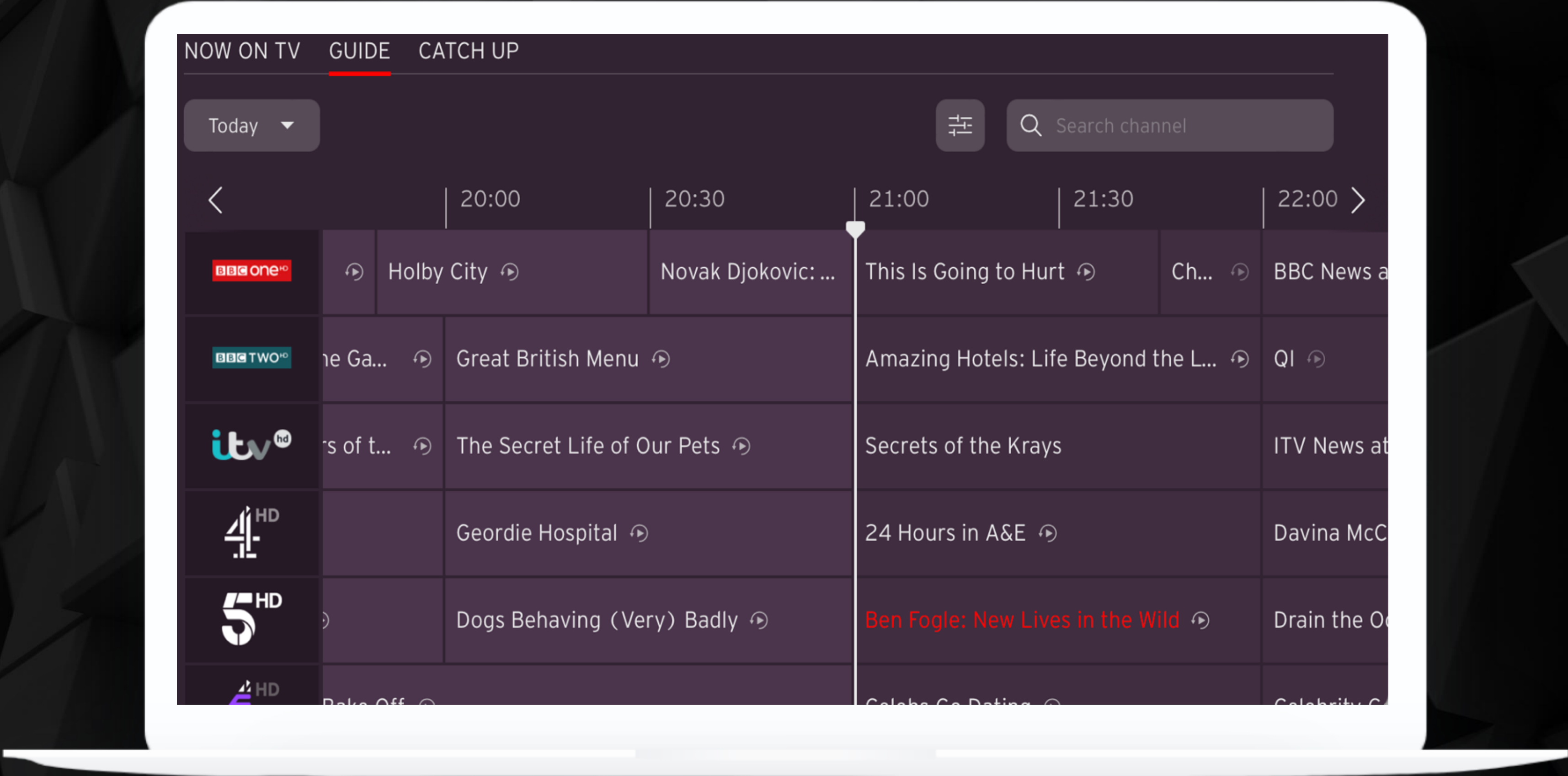
No Geo-blocking when sharing
embedded links.



No advertisements insertion by third
parties when sharing with social media.

Dedicated Because

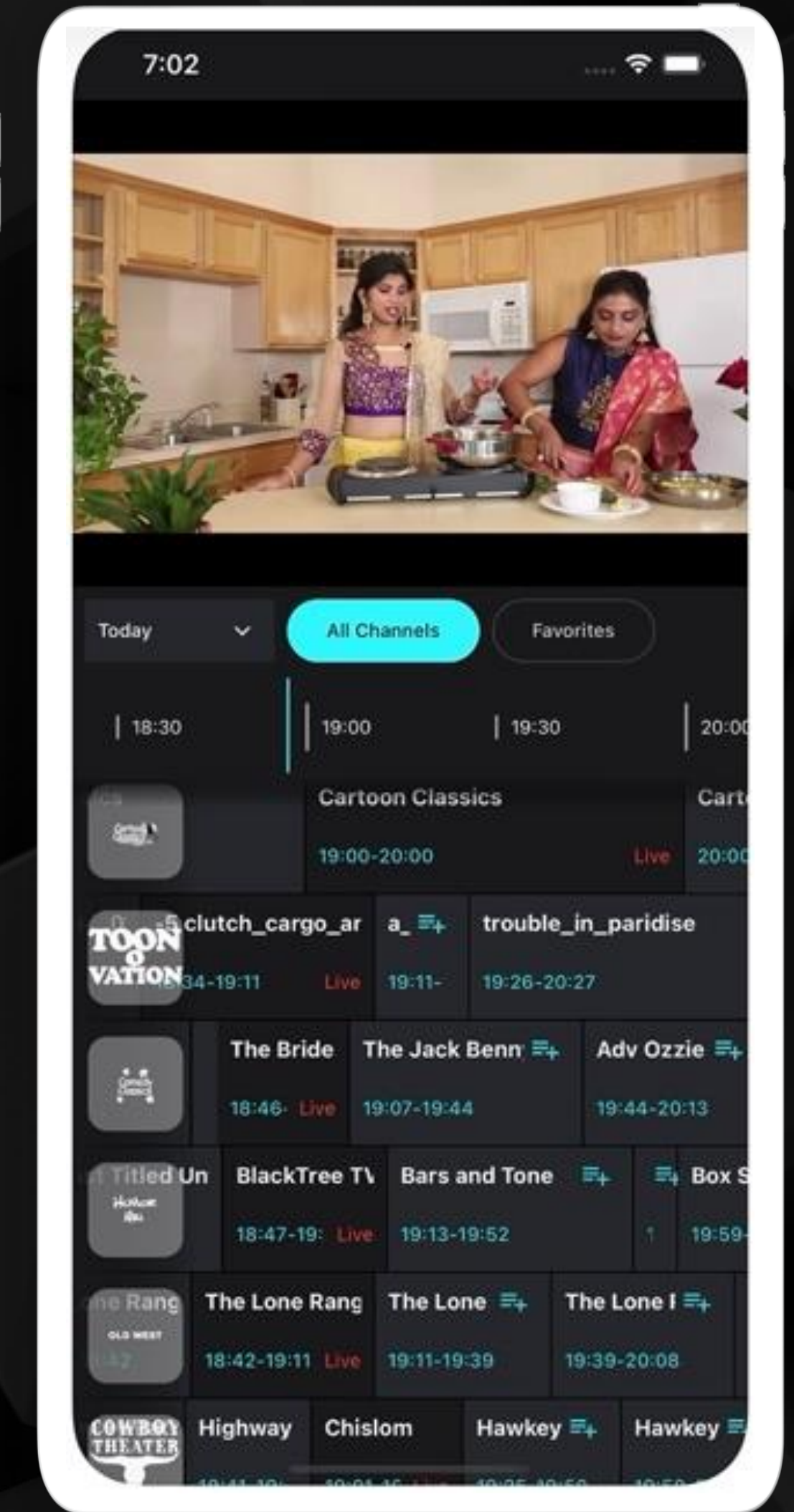
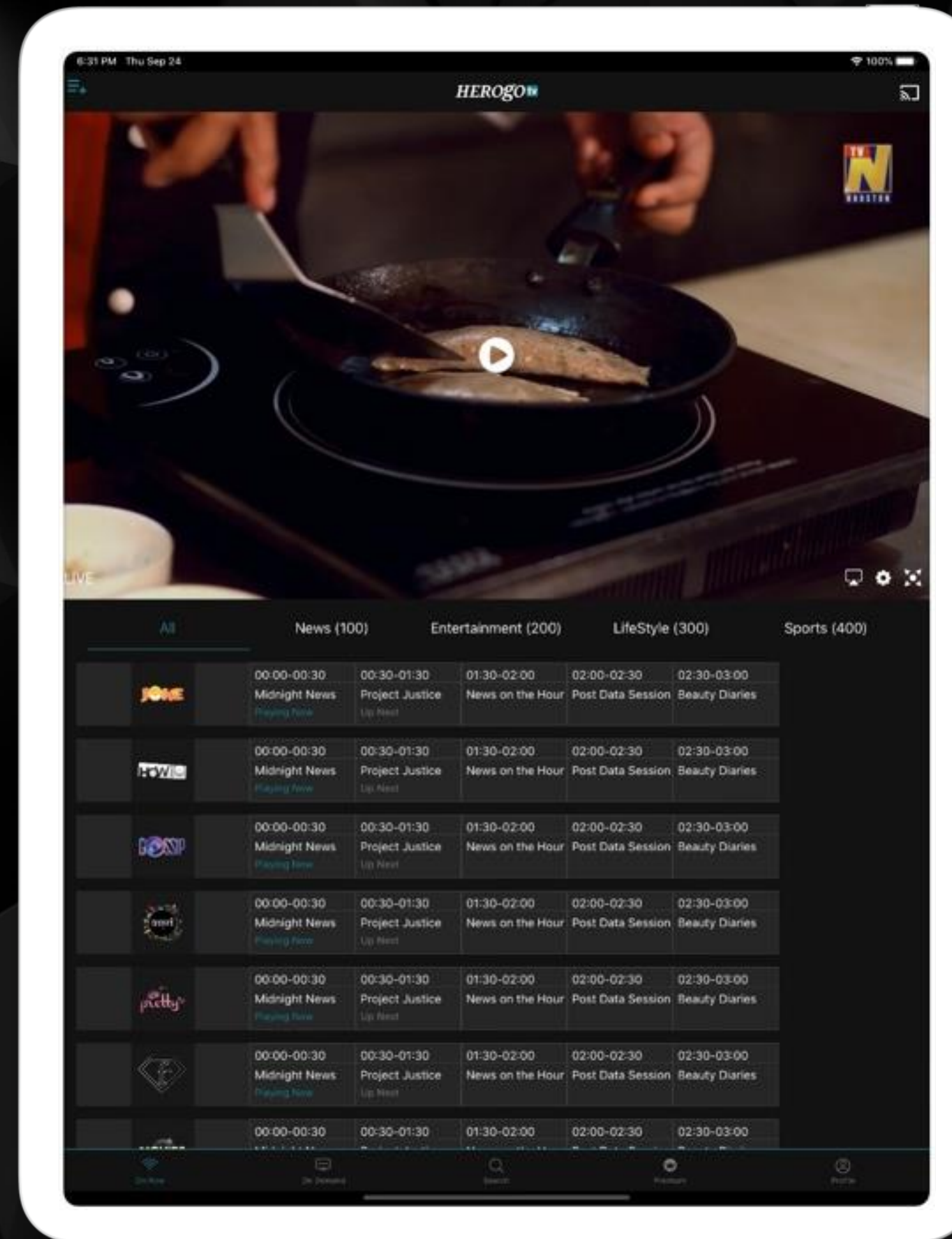
Your Output Is Not Disrupted By Advertising Slots Or TV Schedules.
Encourage Live Audience Interaction Through The App To Enhance Pre-live Event Buzz And After Event Wrap Up.



More Engaging Because

Built in tools on the App like

- Electronic Programme Guid 'EPG' will help you continuously update your event schedules and send audience notifications and count downs to audiences on the App and is integrate-able with iOS and Google diaries.
- It provides audience with option of recording live events in their own in-App Digital Video Recorder 'eDVR' for later viewing and sharing with contacts outside the App.
- The Catchup TV feature provide unmissable audience experience with the choice to scroll back and forth during live shows and record any part of the live show for sharing on TikTok, snapchat, Facebook, Instagram, Twitter, etc.



VOD HUB

Branding tools for production on the fly

Just like on TikTok & YouTube a simple branding tool enable content curators with no technical knowledge to quickly



Distribution

WEB & DESKTOP

 Website

 Windows App

MOBILE

 iPhone

 Android

 Fire OS

TV

 Roku

 Apple TV

 Android TV

 Fire TV

 Samsung Tizen App

 LG TV App

 VEWD TV App

CASTING

 Chromecast

 Air Play

 Apple Watch

GAMING CONSOLE

 XBOX

 PlayStation

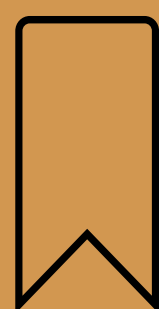
Presentation



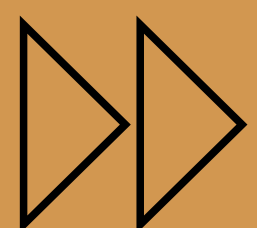
Present targeted Promos and teasers in sliders and inserted in VoD sequence



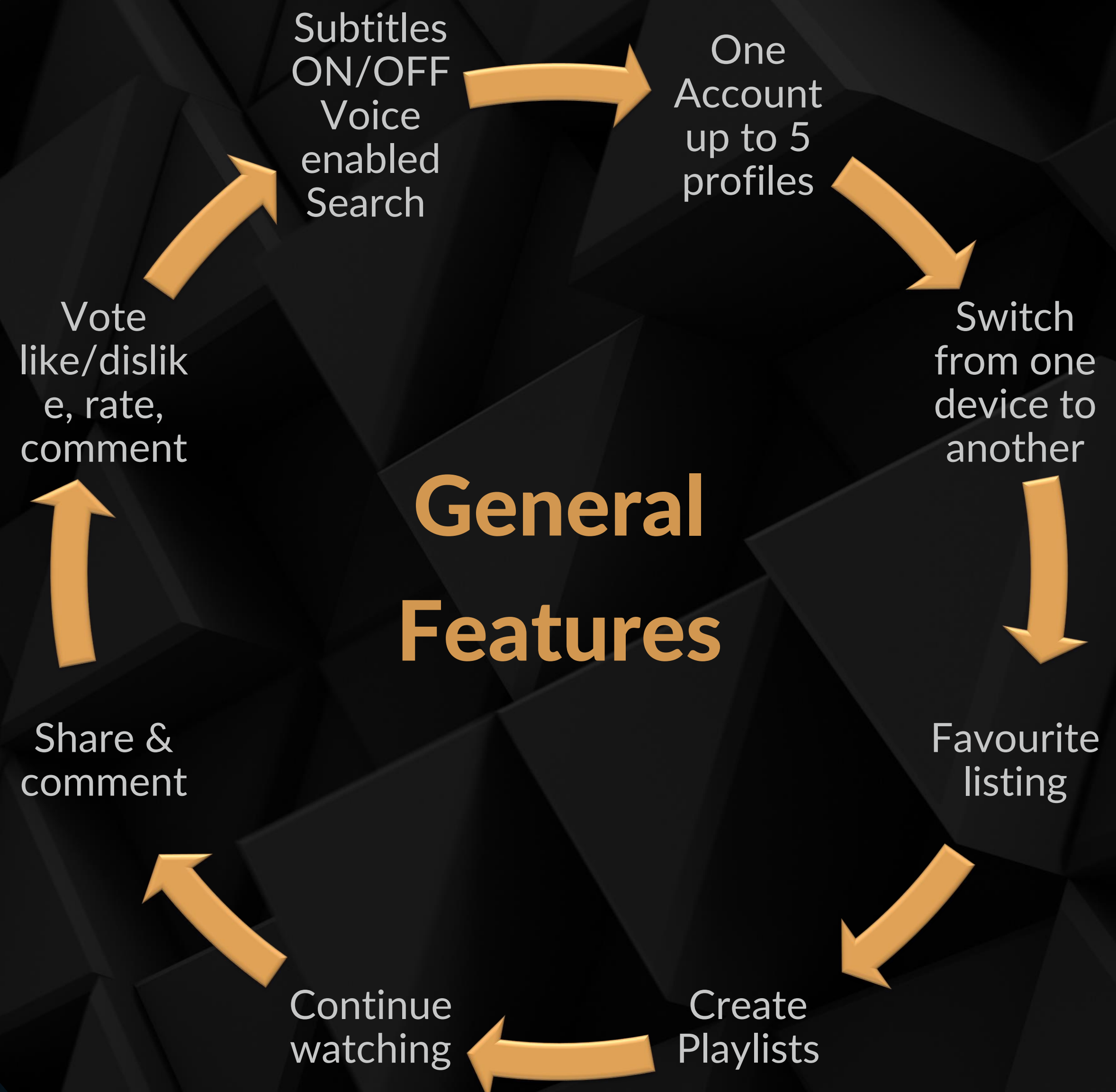
Organise by Genre, Events, Title, Location, Dates, Performer, Specials, Campaigns, Season and with combinations of day shown placed in time blocks (day, week, month, year etc).



Add featured like most Watched, most Shared, most Favourite.



Show Coming Up events with live countdown for sharing an embeddable link outside the App



Live Shows Features



Switch between Multiple soundtracks on each feed



Switch between Multiple Camera Feeds
PVR - Scheduled or instant recording of multiple Live shows



Live Catch-up. Go back to earlier points in the live stream and play/record



Monetization

Grow revenues with an integrated secured payment and billing system.

Ready with apple pay, google pay, Samsung pay, PayPal and traditional visa, master card and American express credit and debit cards transactions gateways for a variety of monetisation opportunities.



CRAWLER / TICKER

Choice to impose a crawler/Ticker for further monetization layer or public announcement platform.



VIRTUAL TICKETING

Automated transactional QR codes issuing in-App and through email for paid and promotional events entry tickets or use ready integration with major ticketing systems.



SUBSCRIPTIONS & TRANSACTIONAL

With an integrated Help Desk function, you can provide and support a multitude of payments services which include;

One off and Regular subscription billing with notifications function through In-App and email .

Pay per view transactions.

Campaigns donations.

Flexible sales rules like packaging, discounts, promotions, bundling and loyalty third party discount codes.



ADVERTISEMENT

EPG Integration for program schedules and automatic advertisements insertion, sponsored content differentiation and Pro services.

MEDIA MANAGEMENT

Collaborative Postproduction

- The integrated Media Management portal ensure all productions are automatically stored in a secured and collaborative access environment.
- Control Access for assets viewing, sharing (via email & embedding links).
- Provide controlled access to postproduction suppliers/contractors regardless of their location, numbers or time zone. Editing is performed on the portal without the assets leaving the portal providing ultimate security and rights protections.
- Collaborators can write comments, tag versioning and carry approval stages without assets leaving the portal or the need download them outside.

Media archiving

Automatically archive all assets and ensure;
Archive clean feeds and extract super-imposed graphics and text.

- Customisable meta-data entry & search fields for written and voice searches
- Artificial Intelligence enabled tools provide such as;
- Face recognition
- Speech recognition,
- Search Voice recognition
- Search in video to text
- Closed Caption extraction
- Multilingual translation

Allow Users and Media outlets to search, download and embed links to See relevant document below:

e.g., NTB Uses the 'MAM module' to provide Footage's search and indexing service

https://netorgft3952639-my.sharepoint.com/:w:/g/personal/yasir_mediast_net/EULq-Jm5015Kn5GctbpDLdYBqz9ZReqcTX-r2tGeZjtY5w?e=8t27cv

Why Us ?

We empowered large names in their content distribution journeys

In 2018 We helped Shemaroo® India's premier Bollywood content house to monetize its exclusive library of over 32,000 hours including almost 3,000 Bollywood film titles by building an online video platform for global audiences on TVs, online and mobile platforms.

We are uniquely positioned as we combine expertise in both Broadcast media and Global media content delivery networks and early adaptors of cloud computing in remote production and delivery technologies applications.

In 2016 we helped Real Choice® a US based provider of 80+ channels IPTV bouquet to the multi dwelling and hospitality sectors to provide a multi-screen TV everywhere viewing experience to its customer base.

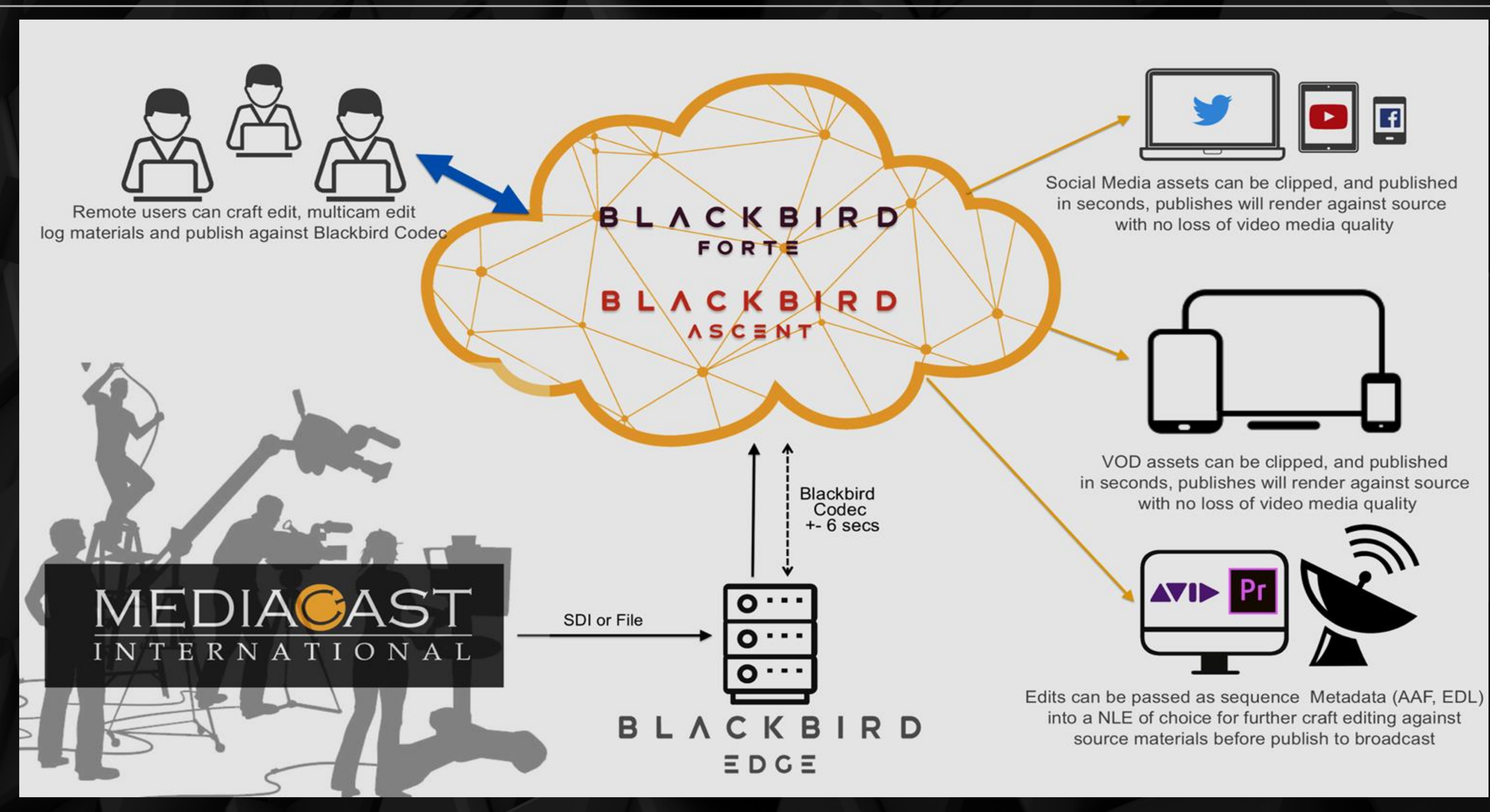
In 2017 we built the first broadcast content gathering and exchange Hub.

The "ASBU Cloud" enables a union of the state-owned TVs, Radios and News agencies in the 22 Arab countries to gather their content from the field and exchange news and programmes content with each other.

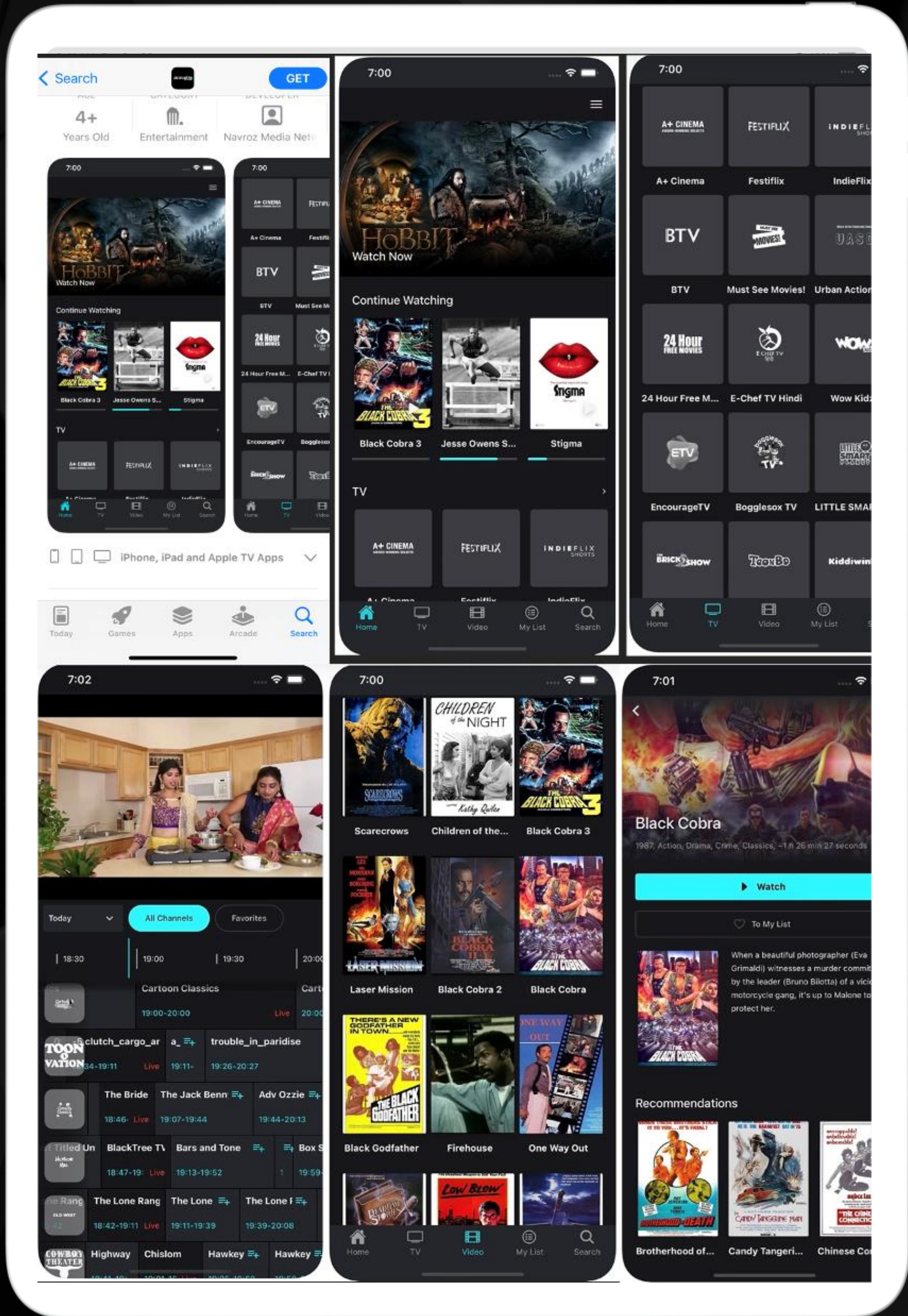
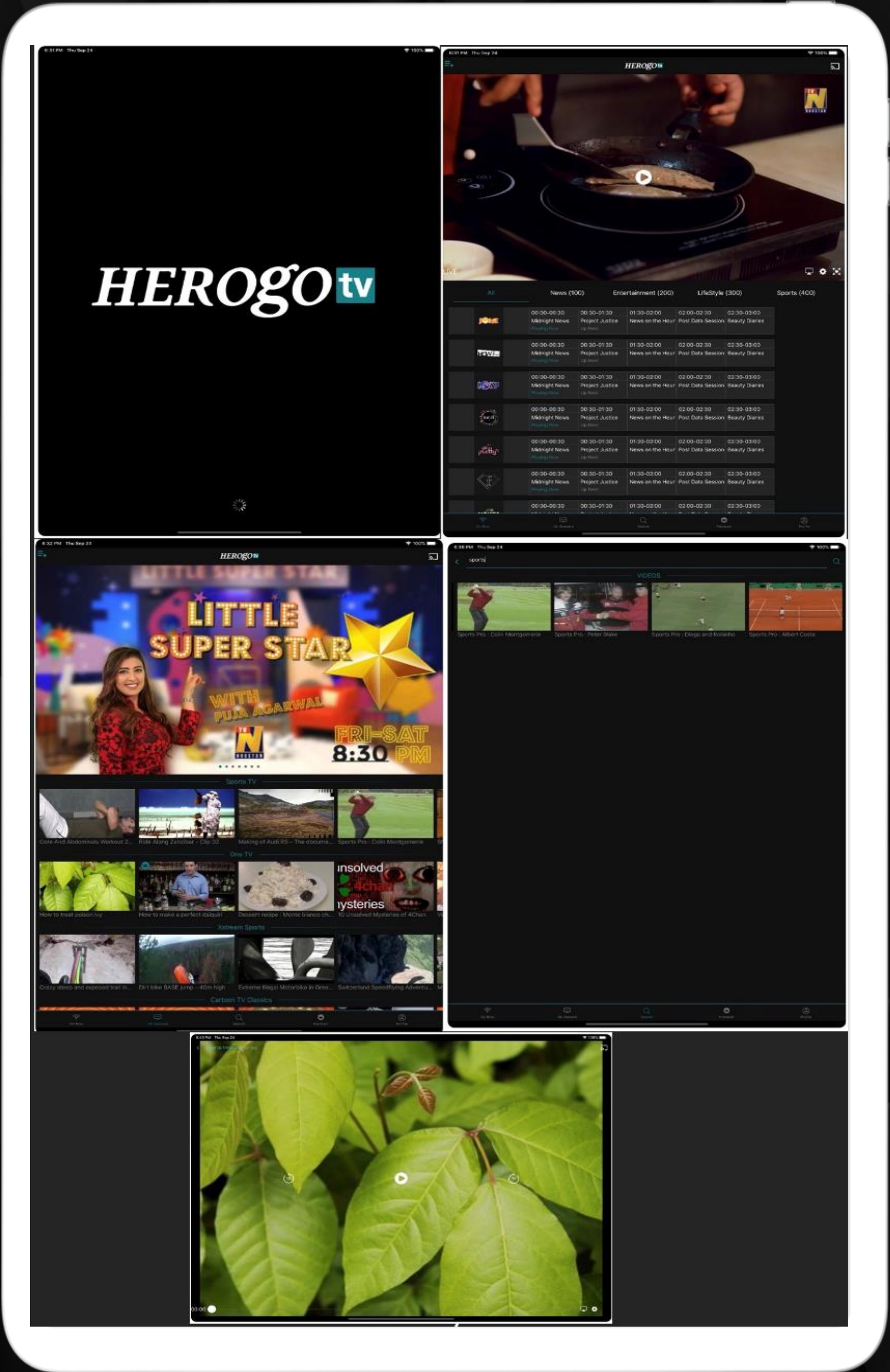
We built and operate our own brand

In 2020 we launched with our US partners HeroGO® a comprehensive TV everywhere experience platform with a growing portfolio over 50+ linear TV channels and engaging VoD content. HeroGO model is free subscription based for audience globally with revenues been made. We deploy state of the art Artificial Intelligence enabled targeted advertisement that provide accurate and instant metrics to bidding advertisers.

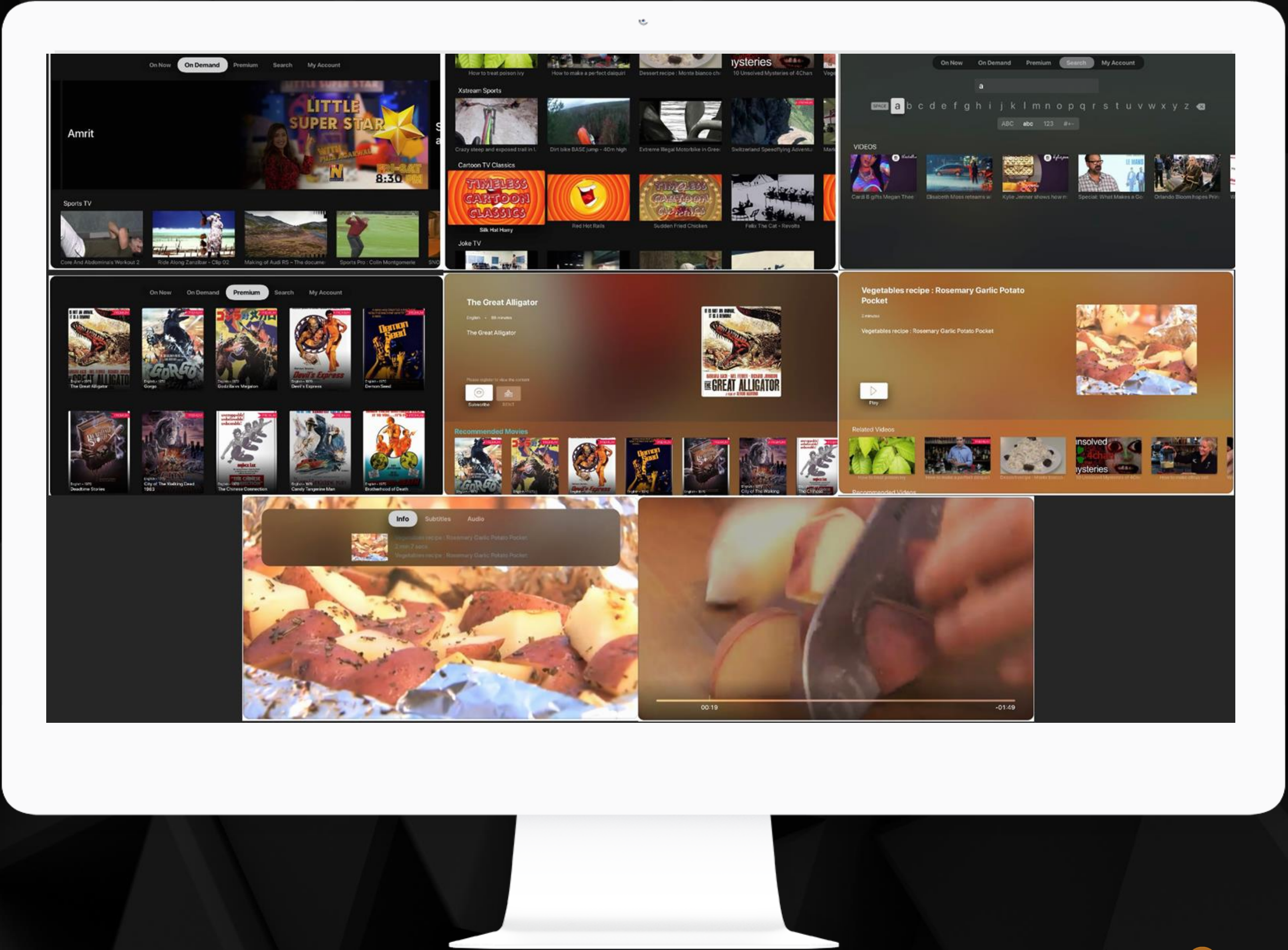
Demo and Screenshots



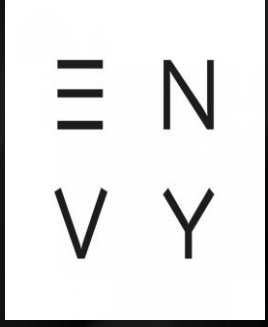
HEROGO TV FOR IPHONE & TABLET



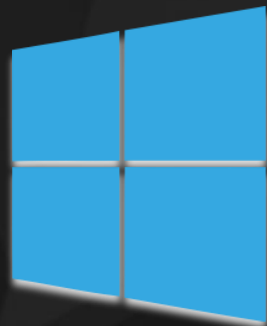
HEROGO TV FOR SMART TV, APPLE TV & ANDROID



POST



BLACKBIRD CUSTOMERS



Microsoft Azure



LIVE



MEDIACAST

INTERNATIONAL