

# CDNTV Media Platform

TV Everywhere/OTT solved. No need to glue disparate components together. No integration or maintenance headaches.



## Media Platform

CDNTV Media Platform is the 100% software based platform that guarantees media playback from signal to every screen.

CDNTV Media Platform is a video streaming platform specialized in live content distribution. The platform is composed of several entities that make up the television environment to make the solution fully scalable.



### TV over the internet in your ISP

Forget the monstrous investments to become a television operator. We have the simplest and powerful tool in the market.



### Watch TV in any device

Make your TV channels available in every smart device, which is: smart TVs, smartphones, web browsers, STBs and cast devices.



### Manage your TV as you want

Find out how many users are watching TV and which channels are preferred. Mount custom channel packages for your users.



## Guaranteed Security

CDNTV platform security is ensured at various levels, in such a way as to ensure maximum efficiency. In the basic levels of content security, inside and outside the network is guaranteed by Security Tokens (HS256) always over Transport Secure Layer sessions.

In addition, the provider can ensure the access only to itself ASN networks via the powerfully integrated firewall built in the platform. In addition to these forms of security, we quote with alarms triggered on the platform that are triggered when a threshold reaches odd behavior.

## Players

It is safe to say that nearly every entity with plans or designs to offer or deliver content define success as reaching every screen. The good news is that this requirement is attainable today. The not so good news lies in how sometechnology partners choose to help you execute on that strategy.

Gone are the days of the video format wars and the confusion in designing a matrix of technology, mapping platforms and screens with the technology that was designed to reach them.

With CDNTV, one solution reaches every screen - and includes a customizable player with a guarantee behind media delivery.



## Features

Lets see some key features of CDNTV Media Platform.

### Low Latency

Purpose-built architecture delivers content on par with broadcast, with 10-second, handwave latency, and addresses the need for online and broadcast content to provide near-simultaneous playback for viewers. Delays between broadcast signals and online streams are significantly minimized from what has traditionally been 30 seconds or more.



### Real-Time Monitoring

Understanding how a 24x7 live linear stream is performing empowers content providers to quickly identify and mitigate issues. Media Platform provides near-real time visibility into critical first-mile performance metrics, such as latency, number of current streams, bitrates being ingested, fluctuations over the past hour, packet loss and errors.



### Adaptive Bitrate

Media Platform processes your live video signal and delivers a multi-bitrate video stream to end-users on multiple platforms: iOS, Android and any media player HTML5 based. Closed caption and in-band metadata are also fully supported. Extend our players feature set using the component plugin module.



### Secure Delivery

Content owners deeply care about unauthorized content distribution. One of the popular ways this is done, is link sharing, where a bad actor can take an authenticated link and share it on social channels or with other illegit users. Media Platform allows to deliver content protected by Security Tokens over TLS sessions.



### Dashboard

Real-time metrics, player heuristics, social metrics via a single intuitive dashboard. Our analytics provide you with a detailed perspective across all delivery channels - including mobile and web. We collect and store billions of metrics and events and make it easier for you to make data-driven decisions.



### Transcoding

A live transcoding system undoubtedly needs to support a variety of formats and bitrates, and be able to optimize picture quality to match user expectations. Throw away your proprietary, costly hardware and eliminate the capital expense mindset of yesterday's live streaming - we provide you with our software encoders to produce adaptive bitrate streams.



## CDNTV

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Building a connected world.

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