



OPTIMIZING DELIVERY FOR VIDEO ON-DEMAND

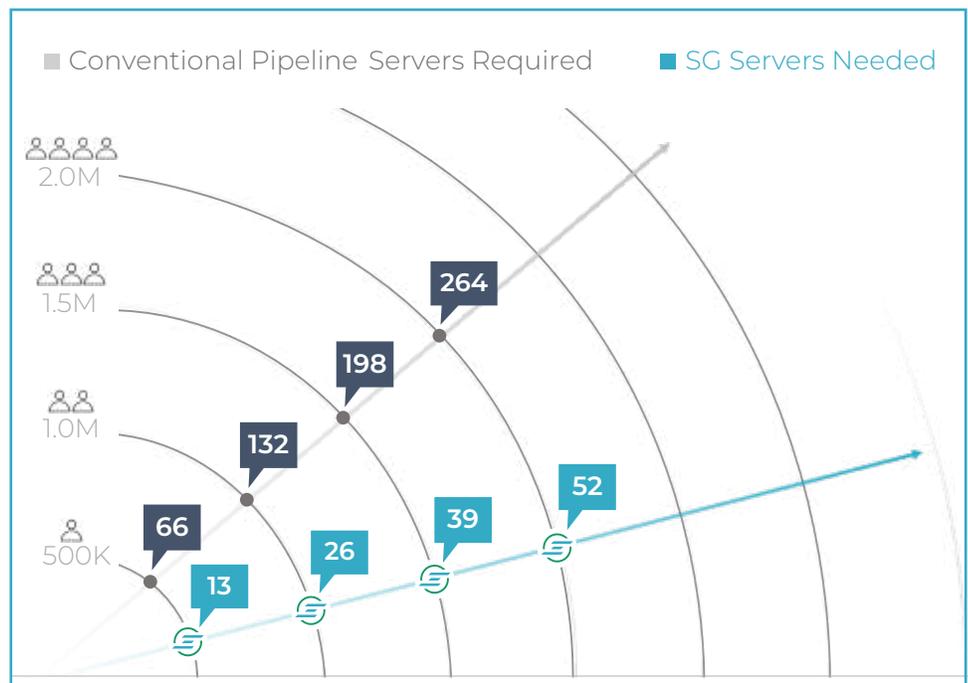
As streaming services and content providers contemplate Direct-to-Consumer delivery strategies, ranging from SVOD to AVOD to FAST services/channels, three critical business questions continue to plague stakeholders trying to improve the user experience and financial fundamentals:

- ⌘ How can we reduce our cost of delivery?
- ⌘ How can I reliably provide my content to the whole of my subscriber base?
- ⌘ How can we improve the user experience by eliminating rebuffer events and reducing the time to first frame (TTFF)?

Streaming Global has invented and patented a purpose-built Software-defined Agile Transport for Media that addresses the three pain points of VOD delivery today, without the need to change your workflow.

IMPROVING THE EFFICIENCY OF INFRASTRUCTURE

Aside from content acquisition, a fundamental driver of VOD service financial performance is the cost of infrastructure and bandwidth required to deploy at scale. Streaming Global is the most efficient and cost-effective media delivery technology in the market. Our customers realize up to 50% cost savings by reducing the number of servers required as subscriber volume and consumption increases, at the same time lowering the bandwidth needed by leveraging Streaming Global's patent-pending Zero Metadata VOD playback.



The figure above represents the number of servers required by the conventional pipeline versus a pipeline optimized with Streaming Global technology

INCREASED REVENUE PER USER

To maximize revenue per user, a service needs to be available to the entirety of the subscriber base. Streaming Global has successfully deployed in bandwidth challenged network environments in different parts of the globe, and repeatedly proven reliable delivery of live, linear and VOD content to subscribers even over 2G cellular connections.

IMPROVED USER EXPERIENCE

Rebuffering events and a slow time to first frame (TTFF) are consistent obstacles for a positive user experience. Streaming Global's patented data delivery buffering without delay, mitigates the risks of content rebuffering while providing the fastest TTFF in the industry.

UNMATCHED FLEXIBILITY

Streaming Global's Software-defined Agile Transport for Media can be deployed on any IP-based network. It has been tested across 30+ OS and device combinations, delivering the most performant, reliable, scalable and cost-effective media technology on the planet.