



# Manage the way you distribute your content to your audience

## Key features include:

- Deliver to web, mobile & IPTV / Connected TV
- Multiple delivery formats
- Adaptive streaming in SD/HD
- Standard embed players for Flash, Silverlight & HTML5
- CDN delivery
- Content protection, DRM authentication

- GEOIP
- Multi language supported.
- Support for both live & VOD
- API/SDK available

## Optional enhancements:

- Authorisation plugin
- Branded Apple IOS application\*
- Branded embed player\*

\*Based on standard features

## Deliver to Triple Screen

MediaFreedom supports delivery to Web, Mobile and IPTV/Connected TV

- **Web:** support for Flash, Silverlight and HTML5.
- **Mobile:** Support for Apple IOS, Android, Blackberry
- **IPTV/Connected TV:** support for IPTV MPEG formats

We can provide support for single bitrates, multiple bit rates or make use of adaptive streaming technology in both SD and HD.

Support for VP6, H.264, MPEG2, MPEG4, HLS (Apple adaptive streaming), Microsoft Smooth Streaming, 3GP, 3GPP, HDS (Flash adaptive).

## Standard Embed Players

MediaFreedom provides a number of standard embed players that support both live and VOD delivery:

- Flash embed player (based on JW Player)

- Silverlight embed player (based on Silverlight Media Framework)
- HTML5 embed player (uses device players)

These players can be easily embedded into your site and by accessing the MediaFreedom admin system you can create an 'embed code' for a single video or channel (playlist). They are provided with standard functionality - Play, pause, volume, duration, DVR capabilities full screen, pop-out, social network syndication, email friend.

HTML5 functionality is limited to built in device player.



## Standard embed players (cont)

We also have a MediaFreedom Apple IOS application this provides a simple application to deliver both VOD and live content via Apple iPhone/iPad. Choose our 'branded Apple IOS' enhancement and we can customise the skin to fit in with your company colours and logo.

## Create your own branded player.

Our standard embed player comes with a default MediaFreedom skin, by opting for our 'branded Embed Player' enhancement we can help create your own branded player to suit your requirements. (Based on standard player functionality).

## Or get us to build your site...

Should you require a more complex player or even want a whole site built, we have vast experience in building front end sites and would be happy to engage our solutions team to understand your requirements.

## Content delivery network

We appreciate the need to reach global audience and have integrated with a number of CDN providers in order to easily distribute your content. We origin the content and the CDN partner will cache your content throughout their network.

MediaFreedom has integration with a number of CDN providers. We can provide discount 'cost per GB' pricing based on our global commitments. Our primary CDN partner, Level3, has one of the largest CDN networks to enable us to reach your global users.

If you have your own CDN relationship already, we would be happy to discuss options to integrate with them.

*We provide unencrypted delivery as standard. We can as an option provide encrypted (SSL) delivery should it be required.*

## Content protection

MediaFreedom provides a number of ways to ensure your content is protected when distributing to your consumers:

**DRM (Digital Rights Management):** DRM allows us to encrypt your content prior to distribution, thus ensuring it cannot be copied or 'side loaded' onto other devices. By applying custom business logic we can ensure only the people who should have access can see your content. We can provide a fully hosted DRM service for Flash Access 2.0 and Microsoft Playready .

**Stream Authentication:** We can also provide the ability to authenticate access to your content. The URL to your content is available for a short space of time before it becomes redundant - this will ensure links to your content cannot be passed on or deep linked.

**GEOIP:** We provide a world class GEOIP service (provided by Digital Elements) that can restrict access to your content by country, city, ISP or even on bandwidth. We have several monthly options available across our products.

By using one of the above or a combination of these techniques, we can ensure your content is protected. By opting for our 'authorisation plugin' we can also provide a custom authorisation logic that better suits your needs; for example, we call your webservice, which will decide whether access is granted or not.

## Just use our API/SDK

We recognise that some customers want to use existing players or systems so we are happy to provide access to our API or documented SDK. Our API is based upon a standard SOAP based solution and can be easily integrated into most systems.

We can provide a number of SDK's for various applications, please ask for details.



Get in touch for more information  
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Other cards in this series include  
MF Overview, Ingest, Organise, Inform & Video players



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