**Synamedia**

# Optimize All Video Processing Functions Across All Screens

Video content is still king for free-to-air (FTA) and pay TV service providers. But the experience is still queen. If you want to attract and retain subscribers, you need to ensure that your content looks and sounds great on every device. You need to wrap it seamlessly in a personalized package. And you need to support it with a scalable, efficient, secure and future-proof technological foundation. The best way you can do that is by optimizing all of your video processing functions. That's why you need Synamedia's Digital Content Manager (DCM).

## Deliver New Experiences and Generate New Revenue

Synamedia's DCM is the industry's most comprehensive video processing platform. Covering all processing functions – from grooming/multiplexing, through encoding and transcoding, to packaging and IP transport – DCM is a software-centric application on a single converged platform that boosts your business in more ways than one.

Leverage multiple deployment options, such as bare metal, container and full virtual, to drive business agility. Work in your environment of choice, including on-premises, public cloud and hybrid cloud, to control costs and simplify management. Implement a wide range of digital ad insertion (DAI) capabilities to enable new monetization opportunities. And integrate with Synamedia or third-party content protection solutions to secure your entire video network chain from distribution, through processing, to delivery.
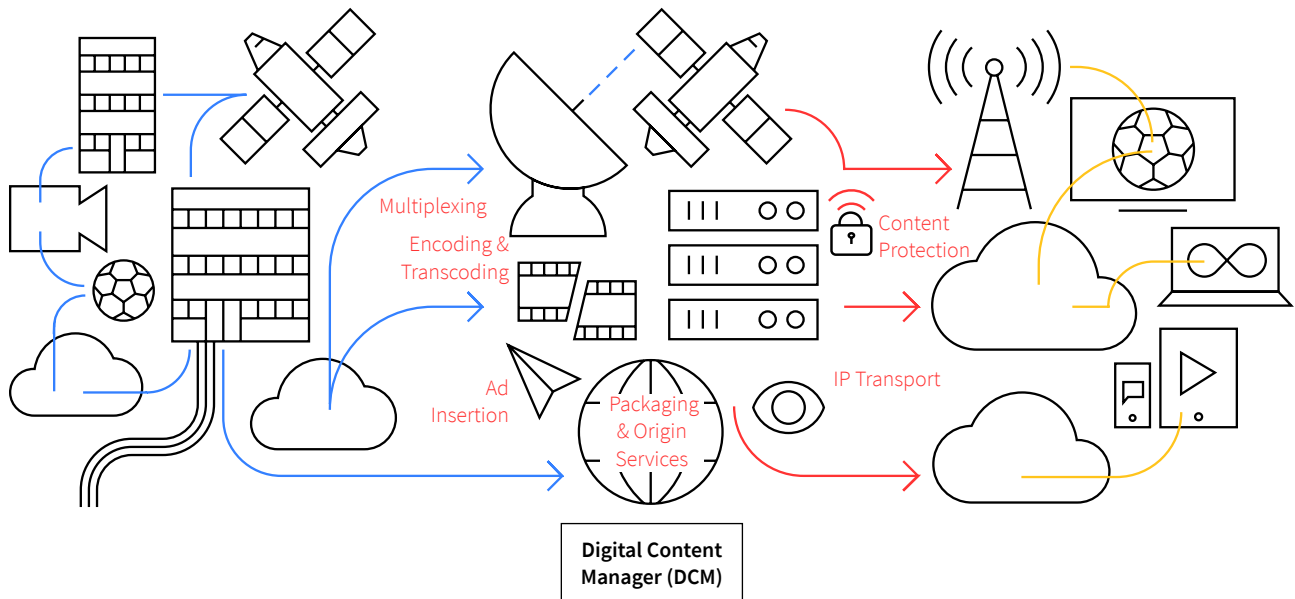
At the heart of Synamedia's video network portfolio, DCM optimizes bandwidth usage and latency to deliver true live personalized video experiences in pristine quality. With a 20-year proven track record and over 1,000 customers worldwide, the end-to-end platform enables you to build highly dependable and available workflows for 24/7 processing. Offering the industry's richest feature set, the market-leading DCM is a scalable service that you can trust.

## Highlights

- Offers the industry's most comprehensive video processing platform
- Delivers true live video without compromising on quality
- Leverages Synamedia's world-renowned digital ad insertion solution
- Secures entire video network chain
- Integrates with Synamedia and leading third-party content protection solutions
- Scales easily and ensures 24/7 reliability

# Video Network Chain



| Distribution | Processing | Delivery |
|:---:|:---:|:---:|

## Features and Benefits

### Utilize single software-centric application on one converged platform

- Choose among multiple deployment models to drive business agility without large capital investments
- Operate across your preferred work environment to control costs and simplify management
- Use intuitive drag-and-drop interface, rich APIs and flexible workflows to launch new services quickly

### Deliver premium personalized experiences on any screen at any time

- Leverage in-house-developed video/audio codecs at lowest bitrates to ensure outstanding experiences
- Optimize bandwidth usage with innovative codecs to offer high-quality video
- Consolidate workflows to run multiple video applications across all screens efficiently and easily
- Reduce latency to eliminate buffering and enable true live video

### Scale your platform for more functionality, value and security

- Tap into the industry's richest feature set on a single application to add processing functionality
- Deploy Synamedia's Emmy Award® winning DAI solution to offer new monetization opportunities
- Integrate with Synamedia or leading third-party content protection systems to secure your assets

## About Synamedia Video Network Solutions

Synamedia's video network solutions enable media, web and pay TV providers to deliver pristine-quality broadcast and broadband video securely over any network to any screen. Anchored by the industry's most comprehensive processing platform and built with high-quality standards, our solutions ensure outstanding performance and reliability for over 1,000 customers worldwide. Synamedia's solution portfolio covers the entire video network chain – from distribution, through processing, to delivery – enabling you to offer outstanding value-added and personalized experiences while saving costs.

## Next Steps

Learn more about Synamedia's video network solutions.

For more information, contact us.

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