

## Extend Your OTT Live, On-Demand Video Workflows to Maximize Revenue and Service Velocity

With on-demand video competition continuously on the rise, content and service providers must deliver next-gen TV experiences to stay in the game. To do that, you need a software-centric processing solution to gain full control over your OTT video workflows. One that easily scales and enables you to bring new innovations to market rapidly so you can maintain a competitive edge and create new revenue opportunities. That's why you need Synamedia's VOD, Time-Shift TV (TSTV), and Cloud DVR (cDVR) recording solution.

### Rapidly innovate and increase your business value

Synamedia's VOD, TSTV and cDVR recording solution enables you to build workflows quickly to offer innovative experiences to subscribers.

Part of Synamedia's Media Streaming solution, the comprehensive recording offering provides outstanding stream manipulation, processing and encryption functionality to deliver pristine-quality video to any screen. Rounding out the industry's most comprehensive video network ecosystem, the solution extends to diverse Synamedia solutions ranging from Live and Pause Live TV and Low-Latency Streaming to VOD and CDN.

#### Leverage containerization to deploy quickly

Built with best-of-breed codec technology and based on a containerized foundation, the solution offers a straight-forward deployment process to minimize time to market, increase service velocity, and accelerate ROI.

Featuring advanced stream repair and Synamedia's Cloud Object Store (COS) capabilities, the solution brings VOD, TSTV and cDVR recording under one umbrella to boost efficiency. You can also introduce next-gen applications such as dynamic ad insertion (DAI) to generate business value.

#### Integrate APIs seamlessly

Synamedia's VOD, TSTV and cDVR recording solution helps you address today's rapidly growing and transformative video market. The open, software-programmable solution supports automation and seamless API integration into existing systems, enabling you to react quickly to market changes. Easy to operate and monitor, it handles emerging business rules and facilitates provisioning to ensure subscriber access to content even when devices fail.

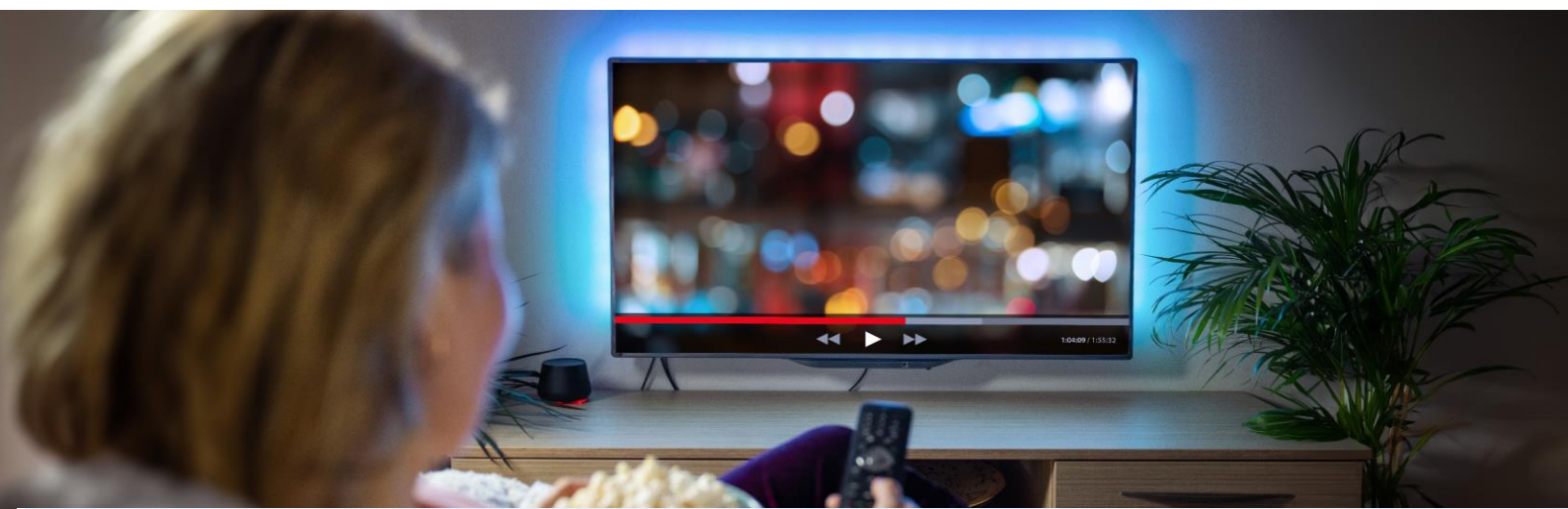
Running on-premises, on a customer cloud, or on a Synamedia cloud-hosted service, the solution is highly scalable so you can start small and expand rapidly.

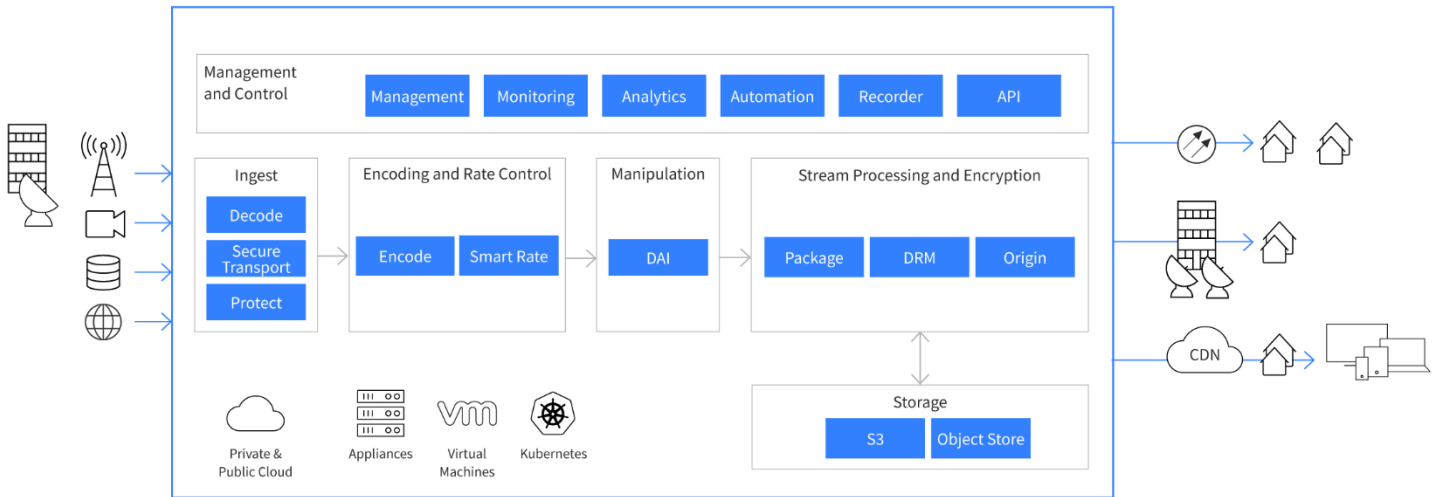
#### Cash in on the cloud

The solution integrates with Quortex Play SaaS so that you can fully leverage the power of the cloud by adopting pay-as-you-grow business models, reducing infrastructure expenses, and cutting disaster recovery costs.

### Highlights

- Integrates with Synamedia's Media Streaming solution to provide an end-to-end ecosystem
- Incorporates best-of-breed technology and supports microservice applications
- Comes cloud-ready to enable various resiliency mechanisms
- Features an open platform for easy automation and API integration
- Includes end-to-end management, logging, and a metrics platform
- Supports varied on-premise options, Amazon Web Services and Google Cloud Platform deployments, and hybrids of both
- Enables large deployments of unique/private copy in the US and common/shared copy globally





## Features and Benefits



### Easily expand linear and nonlinear experiences to maximize revenue

- Leverage a comprehensive, software-centric solution to extend VOD, TSTV and cDVR services to any screen
- Deliver high video quality to increase satisfaction across your subscriber base
- Use Synamedia's vDCM Compression technology with Smart Rate Control to reduce bandwidth costs by up to 30%
- Fully secure your content to protect your revenue



### Innovate and deploy quickly to increase service velocity

- Utilize best-of-breed codec technology and microservice applications to develop new services rapidly
- Harness an open platform to enable automation and API integration
- Deploy an end-to-end ecosystem to create new business value quickly



### Use Synamedia's Quortex Play SaaS to optimize and lower costs

- Scale easily with a pay-as-you-grow model to reduce infrastructure expenses and balance OPEX/CAPEX
- Facilitate disaster and event-based recovery to minimize storage costs
- Employ Synamedia's Cloud Object Store (COS) to increase storage efficiency
- Gain instant global reach to expand your market

## About Synamedia Video Network Solutions

Synamedia is a leading global provider of video distribution, streaming, processing, and network delivery solutions for content owners and service providers. Our comprehensive, cloud-based SaaS and managed service solutions and software products enable customers to manage OTT media streaming and broadcast workflows, secure video content and services, and deliver premium user experiences across all screens. Leveraging expert know-how and 30-plus years of experience for over 1,000 customers worldwide, Synamedia helps video businesses launch, monetize and scale services across all devices to capture a greater share of the consumer video wallet.

### Next Steps

Learn more about **Synamedia Video Network solutions**.

For more information, **contact us**.