IBM Cloud Video

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IBM provides top-tier video business management

Long-term growth | Product innovation | Business model flexibility

Profitable Global OTT Deployments

- Proven expertise in attracting, retaining, growing subscribers in international markets
- Pre-integrated, best-in-breed partners for end-to-end OTT solutions

Flexible, Secure Platform for the Business of Video

- Client APIs that extend the experience to any device and encourage deep user engagement with content
- Multiple revenue models and billing options, incl AVOD, SVOD, PPV
- Proven security practices meeting stringent studio and IBM requirements

Proven to Manage Complexity and High-Volume Viewing

- Industry-leading metadata/workflow management
- Intelligent video analytics for live/VOD, deep audience insights
- Rigorous performance testing at peak loads

Strategic Partner with Innovative Roadmap

- Roadmap with a cognitive focus
- Veteran thought-leadership team with deep media, livestreaming expertise

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Tightly-integrated, industry-leading platforms for scalable OTT

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Manage and Publish Premium Video

- Intelligent workflows and high visibility enable “management by exception”
- Manage logistics of all variables including video, metadata, subtitle, multiple audio tracks, viewing rights
- Easy views of distribution history including third party *and* direct-to-consumer

Quick delivery to consumers reduces piracy

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Flexible and Scalable

IBM's platform is unsurpassed in taming management complexity as a client expands content volumes, regions, device support.

Specifically:

- A new content profile / platform requires 7-14 days – with no new code changes
- We will add multi-language subtitles and metadata to already-published content through our Content Update mechanism
- We will gracefully handle ingestion of new content elements from a new system or provider through Ingest Adaptors

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Flexible OTT revenue models - ads and subscriptions

With a highly personalized, video-based experience, a variety of monetization models exist. IBM will allow clients to mix and evolve models.

ADVANCED ADVERTISING WORKFLOWS

- Dynamic ad insertion by Adobe
- Player is seamlessly integrated with ad insertion from single vendor

IBM video logistics can optionally:

- Create, store, and format ad insertion points
- Apply overlays and bumpers targeted by device

PAID CONTENT & SUBSCRIPTIONS

- With IBM Catalog and Subscriber Manager, clients can support multi-tiered subscriptions (SVOD), free trials, device and concurrent stream and device control

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Lionsgate: Comic-Con HQ

"A reliable, robust, and secure platform that enables fans to access the thrill of Comic-Con, and original content, anytime they want." - Seth Laderman, GM, Comic-Con

- Switched from initial vendor to IBM Cloud Video
- **Live and VOD** services launched across iOS and Android mobile, Chromecast, Apple TV, Web
- Flexible billing and user-access models:
  - iTunes SSO, direct billing, free trial access
- Content distribution to Amazon Prime video service

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Major International Entertainment Provider

“Th data clearly shows how effective the overhaul has been.” - Colin Dixon, nScreenMedia

- Replaced in-market OTT solution with seamless cutover
- Support for PS3/PS4, Xbox, AppleTV, Smart TVs, web, mobile, 5,000 hours of content including HBO Starz, NBC, Local
- 100% subscriber growth over the last year
- Rewarded with expansion into Spain and possibly future geographies

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Canadian Broadcast Corporation

"IBM's flexible video technology, depth of experience in digital workflow, and understanding of our existing infrastructure made them the perfect fit to give our audience a great experience. - Lauris Apse, Director Digital Products, CBC

- Re-launched new ad-supported streaming as part of new digital growth strategy – web, iOS, Android
- Ad-supported content library of 600+ titles including CBC-TV and digital originals, documentaries, and children's programming – with in-app and in-video sponsorships
- Geo-fencing, enhanced accessibility features with secondary audio profiles, closed captioning, live (to come)

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