

# Offer High-Quality Live TV and Events Programming to Any Device on Any Network

With Quickplay's managed services for multiscreen Live TV, you can launch new channels and events within hours, not months.

## Why Quickplay Media?

Quickplay's managed services for Live TV are built upon the cloud-based OpenVideo™ platform, which optimizes and manages content throughout every stage of its life cycle. This allows you to:

- Accelerate your time to market and support the latest devices
- Eliminate CAPEX, as well as reduce your development and ongoing operations costs
- Deliver secure and reliable Live TV content
- Quickly monetize your Live TV services and increase your revenue
- Provide customers with an engaging, feature-rich and personalized experience

Quickplay has powered major live events such as the Super Bowl 2013, 2012 London Olympics, the 2010 FIFA World Cup and Indy Racing League.



# Live TV Features



## Rapid Ingestion

Our Multiscreen Video Control Center offers a state-of-the-art ingestion facility that covers over 400 live channel feeds.

This lets you "light up" live linear television channels in a matter of hours. Our pre-integrations with leading content providers and video over fiber networks allow us to handle content from both satellite and fiber networks. This means that you can quickly turn up channels over both satellite and fiber networks.



## Live Events Master Control

Our live events master control capabilities allow you to offer live programming such as the Super Bowl and FIFA World Cup.

We can create channels that are unique for your mobile or TV viewers. We also offer round-the-clock monitoring to ensure that all live events are delivered without a hitch.



## Advanced Security and Digital Rights Management

Quickplay's security measures allow you to safely deliver Live TV and comply with content licensing agreements. These features include:

- MPAA compliance
- Content encryption
- Authentication, device management and secure device registry
- Secure live streaming
- Integrations with leading digital rights management services, such as PlayReady, Widevine, and Verimatrix
- Content rights filtering by device, network, location, etc.
- Blackouts and geo-blocking



## A High-Quality Viewing Experience

The OpenVideo™ platform optimizes content throughout every stage of the transformation process – from ingestion through consumption.

Features include:

- Optimized encodings for fast action sports
- CDN & carrier network optimization for transient live events
- Adaptive streaming for QOS
- Optimized content for publication to both streaming and download servers
- Consistent experience across more than 250 device types, so customers can view your content on any device at any time
- The ability to handle spikes in traffic so your customers can watch linear Live TV and special events without interruptions



## Monetization Options

Advertising, subscription, packaging and bundling options help you quickly monetize your Live TV services.

You will have full control over your branding, navigation and merchandising options to ensure that your customers always interact with your brand. The OpenVideo™ platform also integrates with VAST ad servers such as DoubleClick and Freewheel and supports multiple billing options.



## Customization Features

With Quickplay, you can customize your Live TV services to give customers all of the features that they are looking for. Customization options include:

- Content discovery tools to give customers recommendations and help them find new programming
- DVR functionality with options to fast forward, rewind, pause, save and resume programming, as well as seamlessly switch between devices
- Channel listing and programming guide to make it easy for customers to find programming.



## Multiscreen Video Control Centre

Quickplay's Multiscreen Video Control Centre in San Diego streamlines the media transformation process and ensures that your Live TV services meet the highest quality and reliability standards. It features over \$25 million worth of equipment that manages the capture and distribution of live content to IP-connected devices, including:

- A state-of-the-art Data Center that can acquire over 400 live channels from dozens of satellites and fiber feeds
- A Network Operations Center that monitors channels, provides live event management and offers real-time ad insertion.
- A Special Events Control Room that provides round-the-clock monitoring to ensure that all live events are delivered without a hitch



## About Quickplay

Backed by a decade of experience, Quickplay is the global expert in powering TV to any device. Our managed services leverage cloud economics and an open platform to integrate best-of-breed partners so you can focus on growing your business. With facilities and operations teams in Toronto, San Diego, Singapore, Chennai, and Frankfurt, Quickplay enables 700 million people around the globe to fast forward to a next generation of TV with over 700 live channels, 4,000 live events each year, and 2 million securely managed premium content assets. For more information, please follow Quickplay on Twitter @quickplaymedia.

## Next Steps

Discover how Quickplay can make it easy for you to launch Live TV services or expand your existing offering. Visit [www.quickplay.com](http://www.quickplay.com) or email [salesinquiries@quickplay.com](mailto:salesinquiries@quickplay.com).