

Customers want 10X more On-Demand Video. You need the simplest, most scalable solution.

Smartphone and tablet video views more than doubled in 2014. More than 50% of U.S. Millennials view content on-demand vs. broadcast. Globally, IP video traffic will be 79 percent of all IP traffic by 2018. The transformation to “Content anywhere, anytime, on any device” is a reality.

In the old days, people would rely on Content Distribution Network (CDN) companies. CDN's would store your content and be responsible for streaming it in all formats. Unfortunately, CDN's are slow to adopt new technologies and very costly, taking months to support format changes, and using old techniques like storing four to five formats of the same content. Companies are looking for solution where they host their own content with a smart Origin Server, connecting to a CDN only for making use of the worldwide network that they have.

To seize this transformational opportunity and quickly respond to market dynamics, content creators can take ownership of more of the video delivery chain to reduce overall cost and increase flexibility. At a high level, this consists of two essential components: Origin Servers, which stream all the video, and storage servers, 'that hold the data and can scale efficiently'. Storing the same content in all formats elsewhere or using even more expensive network CDN services belongs in the past. Today, you can

get a solution that offers flexibility from specific hardware and proprietary appliance constraints, yet still provides the scalability and performance you need.

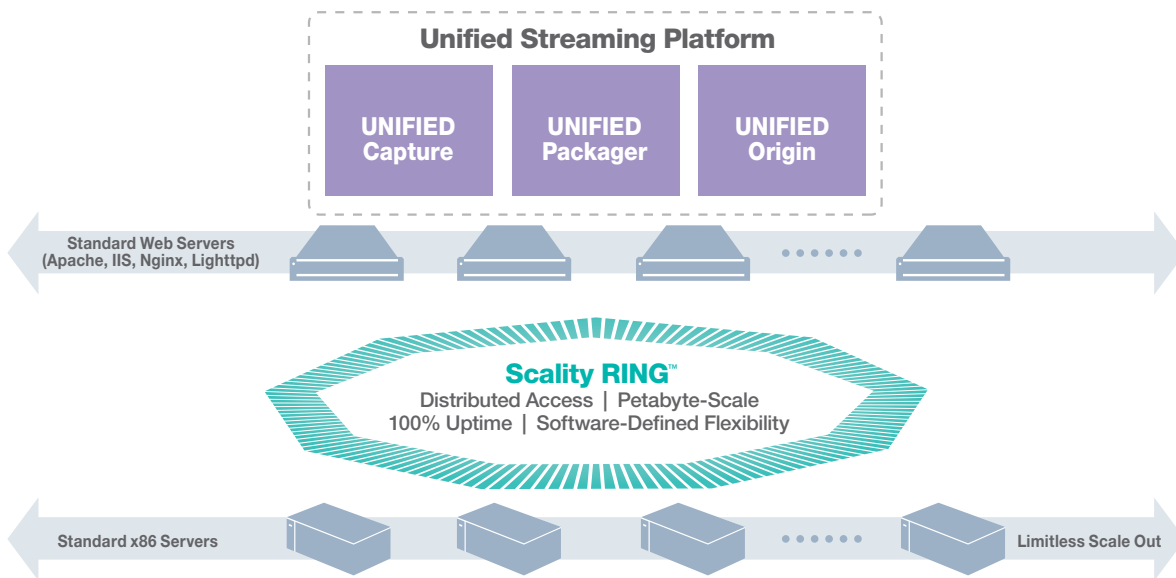
Unified Streaming and Scality jointly provide a solution that uses one encode and dynamically repackages on the fly to all formats and clients out there (HLS, HDS, ISS, MPEG-DASH, progressive). When needed, DRM can be added, whether based on pre-encrypted content or content encryption on the fly. From a deployment side, Unified Streaming software is a plugin for industry standard web servers, and transforms standard webservers like Apache, Nginx, IIS and Lighttpd into high performance streaming servers. Scality RING™ similarly transforms standard x86 servers into an efficient storage environment, providing high performance, unlimited scale, and the highest availability. The RING lets you choose your hardware today, and over expansions, supporting mix and match and maintenance all without downtime.

Why Content Distribution?

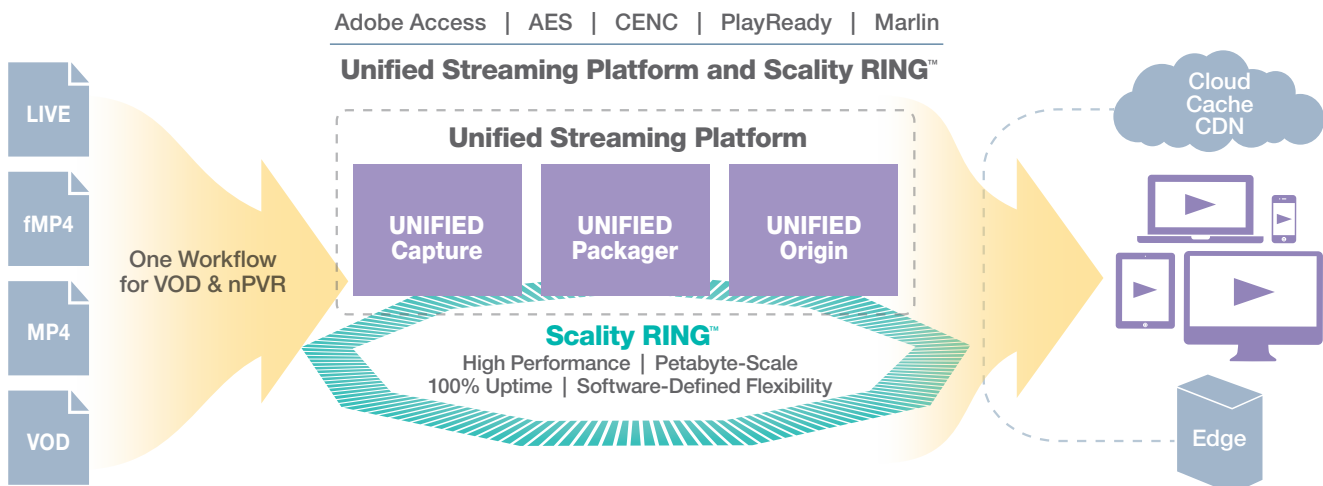
Video is undergoing a revolution. Content owners need to account for multiple devices and form factors, as well as non-linear viewing behaviors, drastically changing delivery and monetization models.

Competition from non-traditional OTT players, particularly over the Internet, is now wide open. Broadcasters, TV stations and other content creators must adapt or become increasingly less relevant.

Unified Streaming Platform and RING Content Distribution Solution



Solution Workflow



Unified Streaming Platform Benefits

Reduce operation complexity

One solution (lightweight software)

One workflow (one source any device)

One encode

Freedom of DRM

Scality RING Benefits

Strong, broad performance: Low latency, high throughput, and good IOPS

Unlimited scale and geographically distributed

Always online: highest availability

Hardware-agnostic: significantly reduces acquisition and operating costs

Why is the Unified Streaming Platform and RING Solution Superior?

Software deployment flexibility – your choice of industry standard hardware

No streaming server or storage appliance lock-in – pay as you grow

Support for any format, any file size

High/predictable bandwidth and linear performance scaling translates into 56GB/s per rack, with an unlimited number of racks

Native multi-protocols for media ingest (NFS, SMB, FTP) and streaming (HTTP)

Proven at massive capacity and millions of HTTP requests per hour

Very efficient with strong data protection and erasure coding

Highly reliable with 100% uptime

Value of the Unified Streaming Platform and RING Solution

Increase reach to all devices

Best user experience

Fast time to market in a competitive environment

Protect your content and content value

Massive scale in number of objects and file size allows content owners and distributors to manage large catalogs of titles encoded in many formats

Customers save a lot of money by building their own origin storage infrastructure

Dramatically improve TCO over legacy appliances

“ Unified Streaming and Scality jointly provide a solution that uses one encode, scales to petabytes, and dynamically repackages on the fly to all formats and clients out there (HLS, HDS, ISS, MPEG-DASH, progressive). ”

About Unified Streaming Platform

Unified Streaming Platform (USP) founded 2008 is a leading provider of cross-platform video-streaming technologies and creator of advanced software for streaming and content re-purposing. Our unified approach results in one consolidated workflow using one source, one manifest file, one subtitles format to deliver content to in any format, any screen and any

device. Combined with all popular DRM platforms, this significantly reduces operational cost and boosts time to market while addressing a broader audience. USP fits into existing frameworks (Apache, IIS, Lighttpd, Nginx), allowing for quick ROI, high performance and great scalability.

About Scality

Scality is the industry leader in petabyte-scale, software-defined storage. Founded in 2009, Scality's software-based RING storage delivers billions of files to 200 million users daily with 100% uptime. The RING makes standard x86 servers scale to hundreds of petabytes and billions of objects. The RING's end-to-end parallel architecture provides unsurpassed

performance, while its patented object storage core increases availability, durability and dramatically reduces operational costs. The RING integrates with applications through standard storage protocols such as NFS; S3; OpenStack Swift and Cinder. Customers include the world's largest enterprises, particularly in media, telecommunications, and cloud.



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