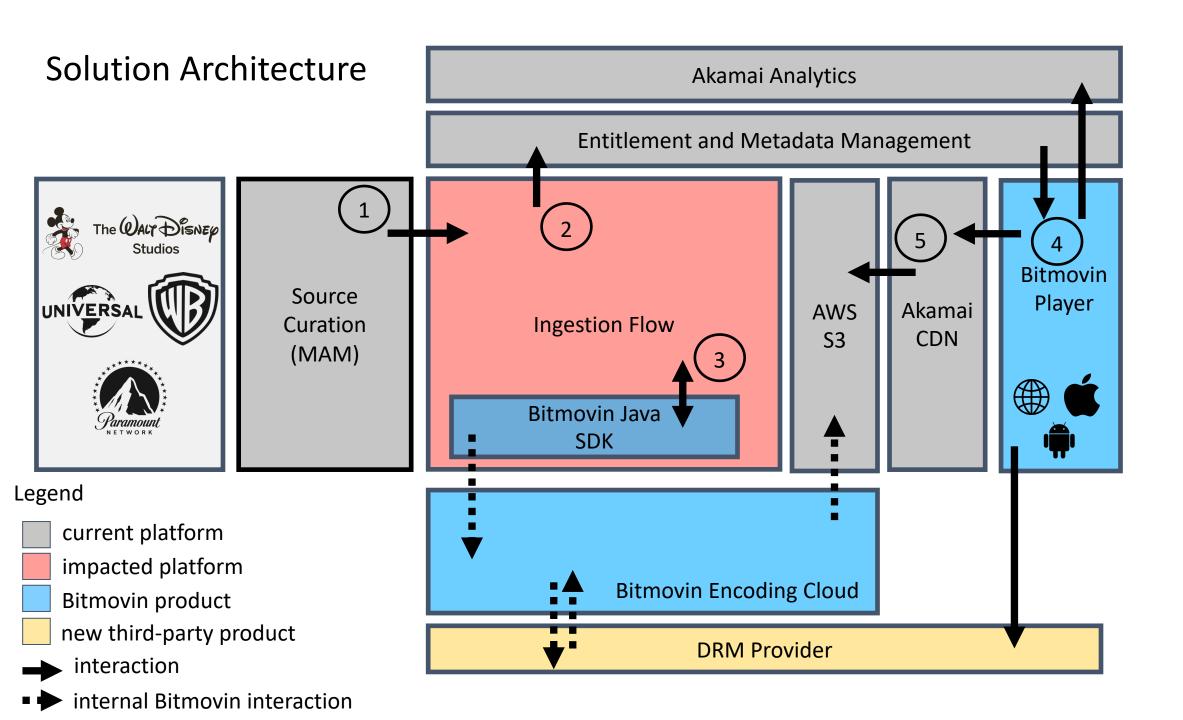
	Business Need	Technical Capability	Current Solution	Bitmovin Solution
Current	Basic VOD Service	 Basic Video Encoding Basic Video player Analytics platform 		
Proposed	Hollywood content SVOD / TVOD service AVOD – Advertising VODs Global Reach Wide device coverage Go To Market in 1-2 months	 DRM Support Advanced analytics Capability iOS / Android & Web player Rapid deployment 	× ? ? ×	

	Current Solution	Proposed Solution	
Player	JW Player	<u>≫ BITMOVIN</u> Player	
Analytics	Akamai Analytics	Akamai Analytics	
Content Delivery	Akamai CDN	Akamai CDN	
Entitlement		Presentation Layer	
Metadata Management	Existing E2E provider	Trescritation Edyer	
Packaging / DRM		⇒ BITMOVIN	
Encoding		Encoding with DRM	
Ingestion	Java based ingestion workflow	Java based ingestion workflow	
Content Provider	Various Content Providers	Hollywood Studios	



Solution Architecture - Flows

- (1) Source handling of current ingestion workflow No Change
- (2) Ingestion backend will require to store streaming URLs and License URL Change Required
- (3) Bitmovin Encoding SDK integration covered in later slides
- (4) Bitmovin Player SDK integration covered in later slides
- (5) Akamai CDN integration with Amazon S3 Origin change required

Bitmovin – Encoding Integration

- (1) Source handling of current ingestion workflow No Change
- (2) Ingestion backend will require to store streaming URLs and License URL Change Required
- (3) Bitmovin Encoding SDK integration covered in later slides
- (4) Bitmovin Player SDK integration covered in later slides
- (5) Akamai CDN integration with Amazon S3 Origin change required

Bitmovin – Player Integration

- (1) Source handling of current ingestion workflow No Change
- (2) Ingestion backend will require to store streaming URLs and License URL Change Required
- (3) Bitmovin Encoding SDK integration covered in later slides
- (4) Bitmovin Player SDK integration covered in later slides
- (5) Akamai CDN integration with Amazon S3 Origin change required