













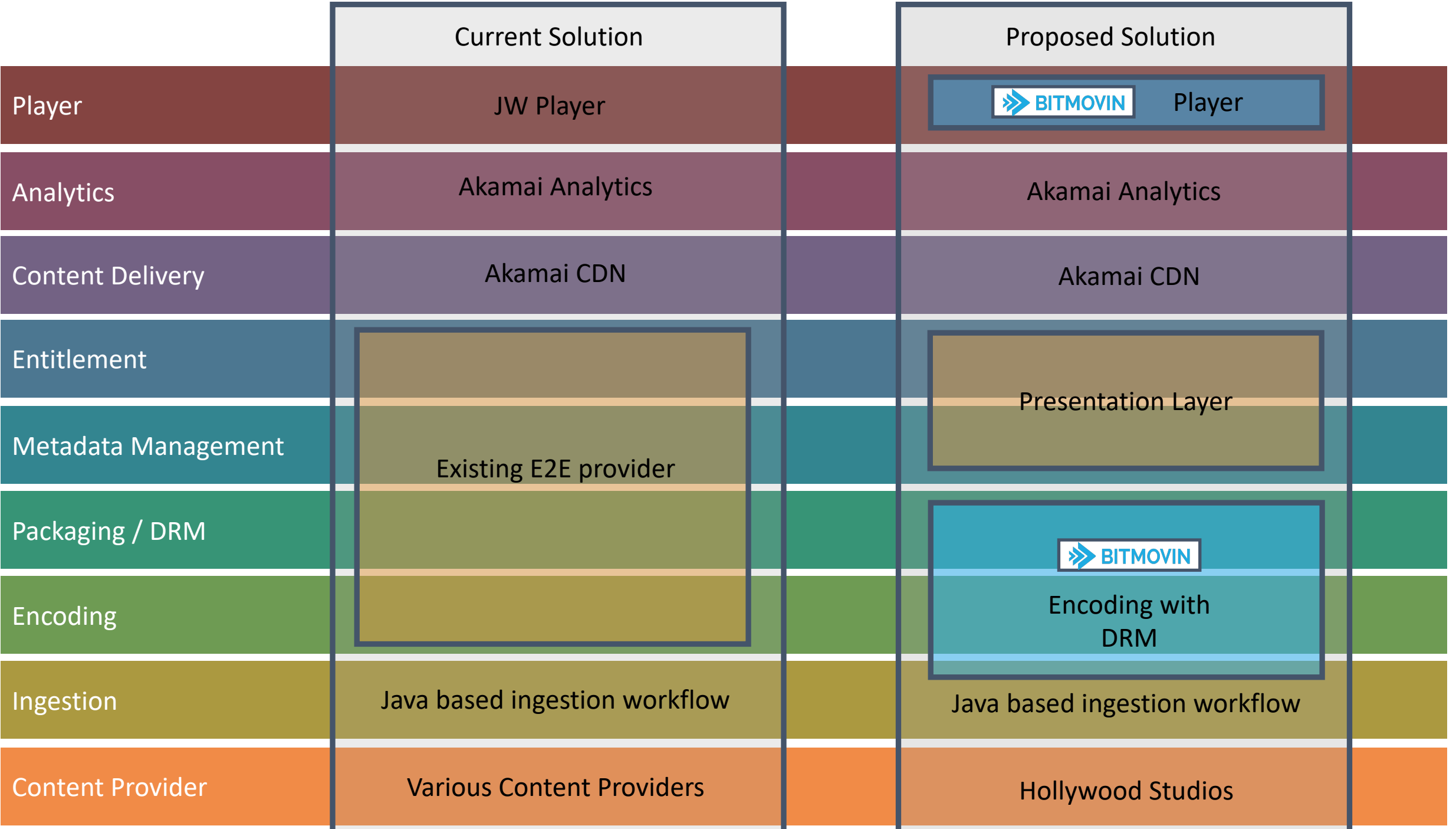
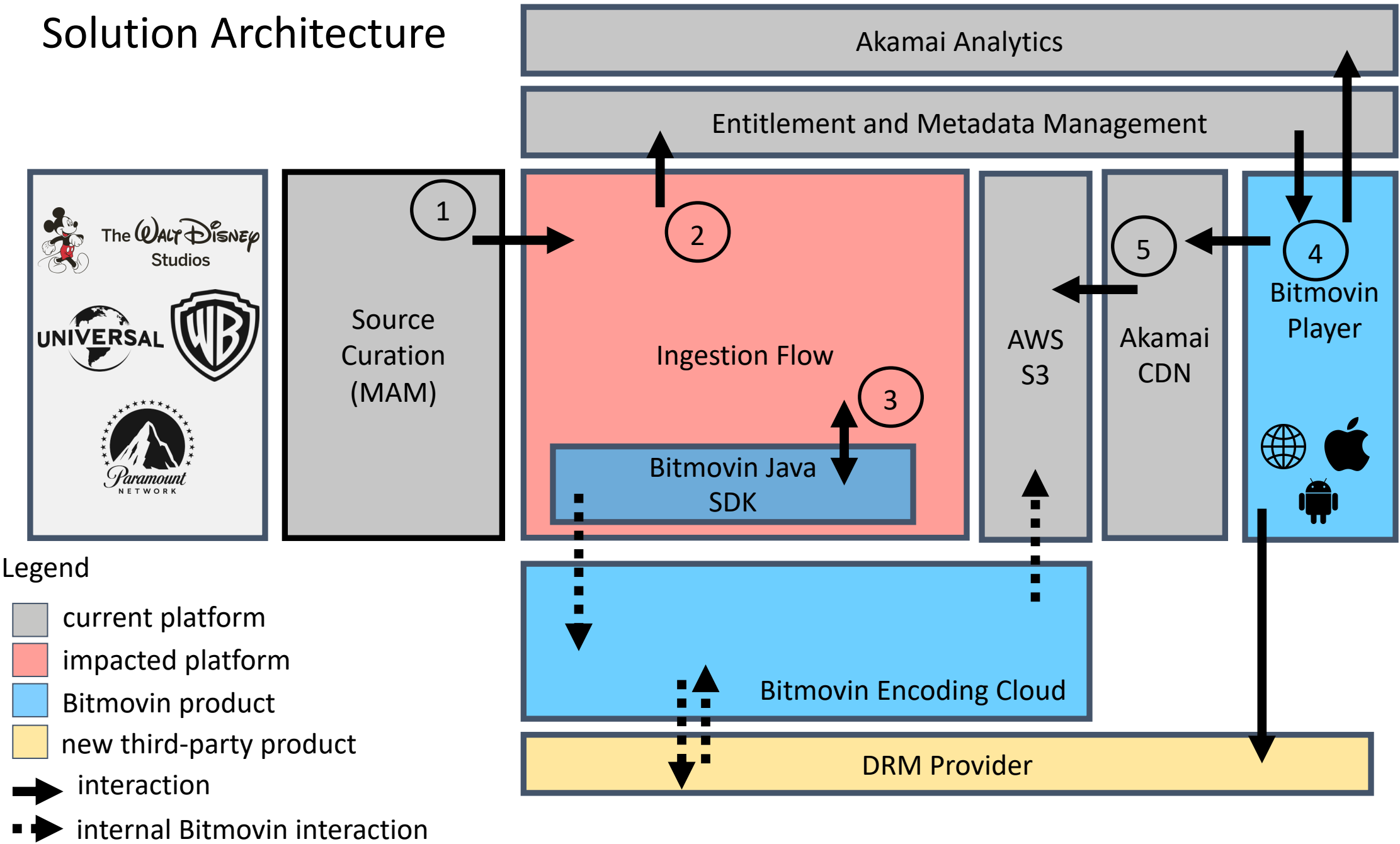


	Business Need	Technical Capability	Current Solution	Bitmovin Solution
Current	Basic VOD Service	<ul style="list-style-type: none">• Basic Video Encoding• Basic Video player• Analytics platform	  	  
Proposed	Hollywood content SVOD / TVOD service AVOD – Advertising VODs Global Reach Wide device coverage Go To Market in 1-2 months	<ul style="list-style-type: none">• DRM Support• Advanced analytics• Capability• iOS / Android & Web player• Rapid deployment	   	   



Solution Architecture



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

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- 5 Akamai CDN integration with Amazon S3 Origin – change required

Bitmovin – Player Integration

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- 4 Bitmovin Player SDK integration – covered in later slides
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