

BROCHURE

# Over-the-top video delivery

From creation to consumption



LUMEN<sup>SM</sup>



## Summary

Consumers want their favorite content in more places, on more devices and on their schedule.

Lumen offers a proven solution.

Our end-to-end solutions address all of your needs with a single provider.



# Solutions

## Linear streaming channels

- Broadcast video acquisition: In-network acquisition of hundreds of broadcast channels for OTT-Video and internet TV platforms via Lumen<sup>SM</sup> Vyvx<sup>®</sup> Solutions
- Rapid scalability: Lumen can rapidly add additional channels as your content offering requirements grow

## Video on demand

- Object storage: High-speed egress to the Lumen CDN via connectivity to the Lumen IP network. An object-based storage architecture allows lightning-fast time to first byte
- Cloud storage connectivity: Our IP network is directly connected to major cloud storage platforms and we can access your content library for global delivery over our CDN

## Full media packaging and preparation services

- DVR, ad insertion, closed captioning pass through, token authentication and remux

# Benefits

## Scalability

Lumen offers a truly global CDN solution that enables you to grow your customer base through the reach and reliability of our high-capacity, high-speed network.

## Performance

The Lumen<sup>SM</sup> CDN is architected for high-capacity, high-availability and low-latency, resulting in rapid and reliable delivery of content to end users.

## Security

Our CDN provides customers' content with protection and encrypted delivery over our IP network, which is actively monitoring and mitigating security threats daily, to provide a comprehensive, layered security strategy.

## Connectivity

Direct connectivity to the Lumen IP network provides to more than 120 Tbps of global serving capacity, connectivity to over 6,000 autonomous systems and over 60 Tbps of peering capacity at 66 unique locations globally.

## Global delivery

Lumen<sup>SM</sup> Content Delivery Network reaches across nearly 120 major metro cities, across six continents.

## Why choose Lumen<sup>SM</sup> over-the-top video solutions?

The Lumen Video Cloud is a proven global provider of video acquisition, distribution, storage and delivery for large and innovative broadcasting and media companies. From over-the-top (OTT) to channel distribution, Lumen brings 30+ years of video experience. Our comprehensive portfolio of end-to-end video services and solutions leverages our global network, so your content goes where you want it, when you want it to.

# Workflow Simplicity



Acquire	Prepare	Publish	Deliver	Consume
<p><b>Lumen<sup>SM</sup> Vyvx<sup>®</sup> solutions</b></p> <ul style="list-style-type: none"> <li>Fiber or satellite acquisition</li> <li>Backhaul transmission</li> <li>SD/HD viewing</li> </ul> <p><b>Content access</b></p> <ul style="list-style-type: none"> <li>Origin or data center direct connectivity</li> </ul>	<p><b>Live content control</b></p> <ul style="list-style-type: none"> <li>Live stream control during signal acquisition</li> <li>Media-format indicators during encoding</li> <li>Optional interpret indicators during media playback</li> <li>In-stream advertising, captioning and blackout management</li> </ul> <p><b>Lumen<sup>SM</sup> encoding</b></p> <ul style="list-style-type: none"> <li>Video stream on-the-fly conversion to all viewing platforms</li> </ul>	<p><b>Adaptive origin storage</b></p> <ul style="list-style-type: none"> <li>Dedicated, redundant ingest solutions with full support for content control</li> </ul> <p><b>Lumen<sup>SM</sup> origin storage</b></p> <ul style="list-style-type: none"> <li>Highly secure and fault tolerant storage</li> </ul> <p><b>Lumen<sup>SM</sup> intelligent traffic manager</b></p> <ul style="list-style-type: none"> <li>CDN traffic management across multiple sites and data centers</li> </ul>	<p><b>Dynamic content packaging</b></p> <ul style="list-style-type: none"> <li>Single source file that delivers in multiple formats</li> <li>Adaptive streaming</li> </ul> <p><b>Content protection</b></p> <ul style="list-style-type: none"> <li>Content edge protection</li> <li>Unauthorized content access protection: Geo Blocking, DRM, Device Blocking, IP Blocking and Proxy Authentication</li> </ul> <p><b>Lumen<sup>SM</sup> video delivery</b></p> <ul style="list-style-type: none"> <li>Deliver a proven experience across a broad range of devices</li> </ul>	<p><b>Content analytics</b></p> <ul style="list-style-type: none"> <li>Digital asset performance and usage metrics, live streams and video on demand</li> </ul> <p><b>Client side stats</b></p> <ul style="list-style-type: none"> <li>Content consumption insights into the consumer experience</li> </ul> <p><b>Lumen player and OVP integration</b></p> <ul style="list-style-type: none"> <li>Basic Lumen alternatives</li> <li>Full integration with some of our OVP and ad partners</li> </ul> <p><b>Enhanced monitoring</b></p> <ul style="list-style-type: none"> <li>Standard 24/7 monitoring in North America and Europe</li> <li>Dedicated support personnel</li> </ul>

## End-to-End solutions courtesy of one provider

Our experienced Lumen team understands both the B2B and B2C workflows that our customers base video operations on. From signal acquisition with the award-winning Lumen<sup>SM</sup> Vyvx<sup>®</sup> Solutions to media and delivery, we have successfully created solutions for each workflow stage.