

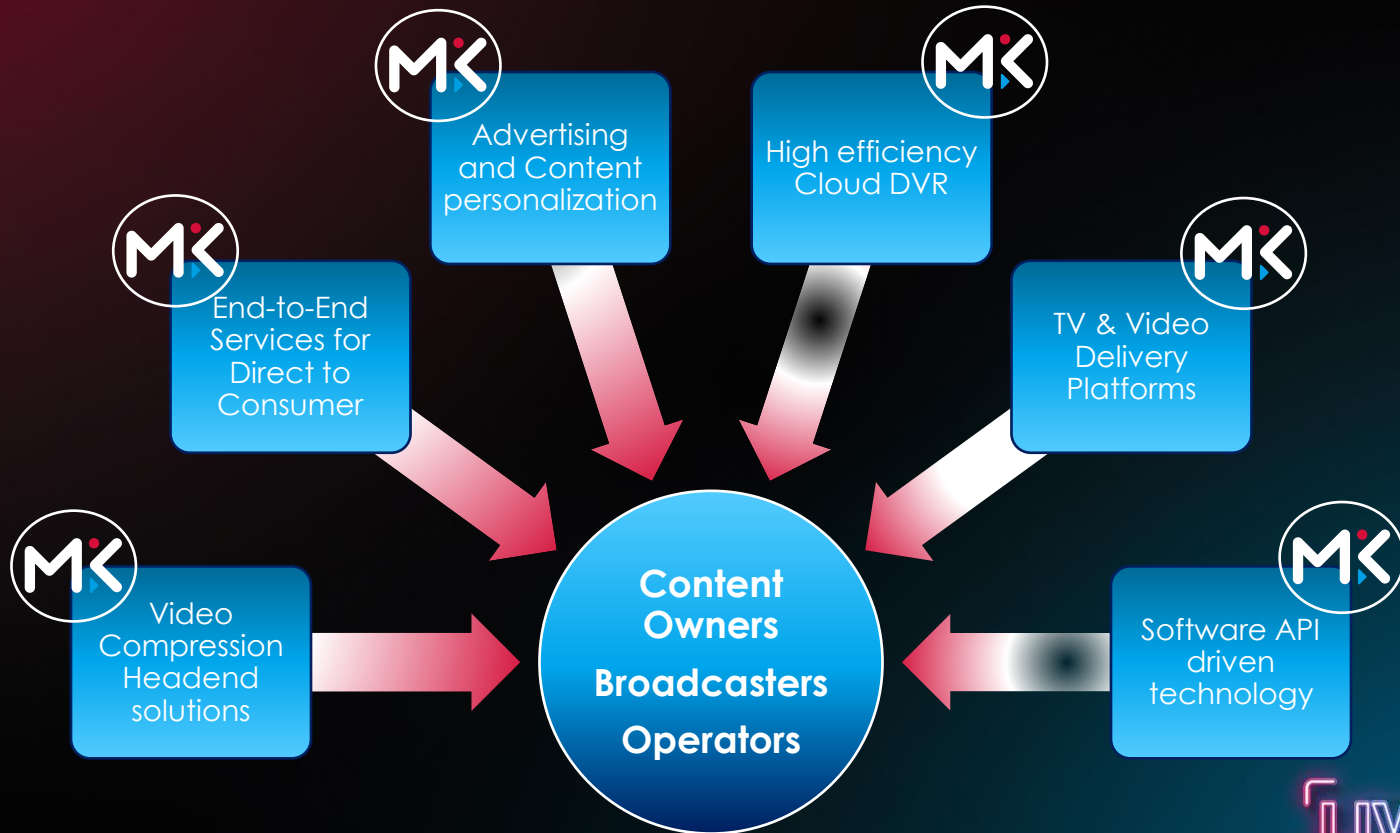
# Powering Increased Media Delivery Efficiency

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**14<sup>th</sup> June 2022**

# Who are MediaKind?



**[LIVE]** without limits

# MediaKind

Live without limits.  
Streaming at scale.

**1,000+**

of the world's top  
video engineers  
...walking the talk

**Cloud-native,  
Cloud-agnostic  
architecture**

...industry leader, end-to-end

**Fully portable  
All software  
portfolio**

...cloud, bare metal, aaS, COTS, MCA



# Media industry trends

## Video consumption is changing



Ultra High Definition



MVPDs



Broadcast TV



D2C providers



Consumer



Mobile



Set-top Box



Tablet



Web



Smart TV

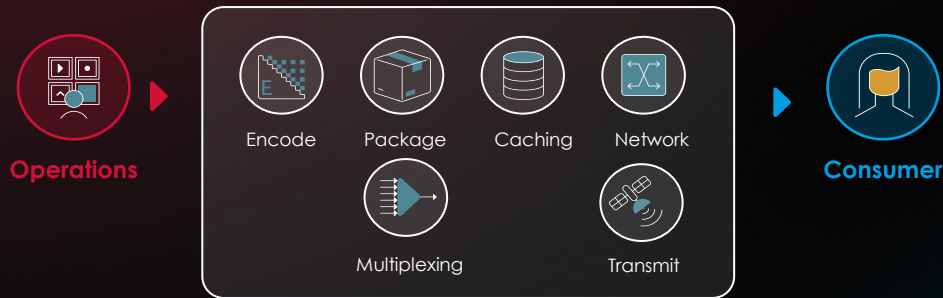


Gaming



# Media industry challenges

## How video delivery is costly



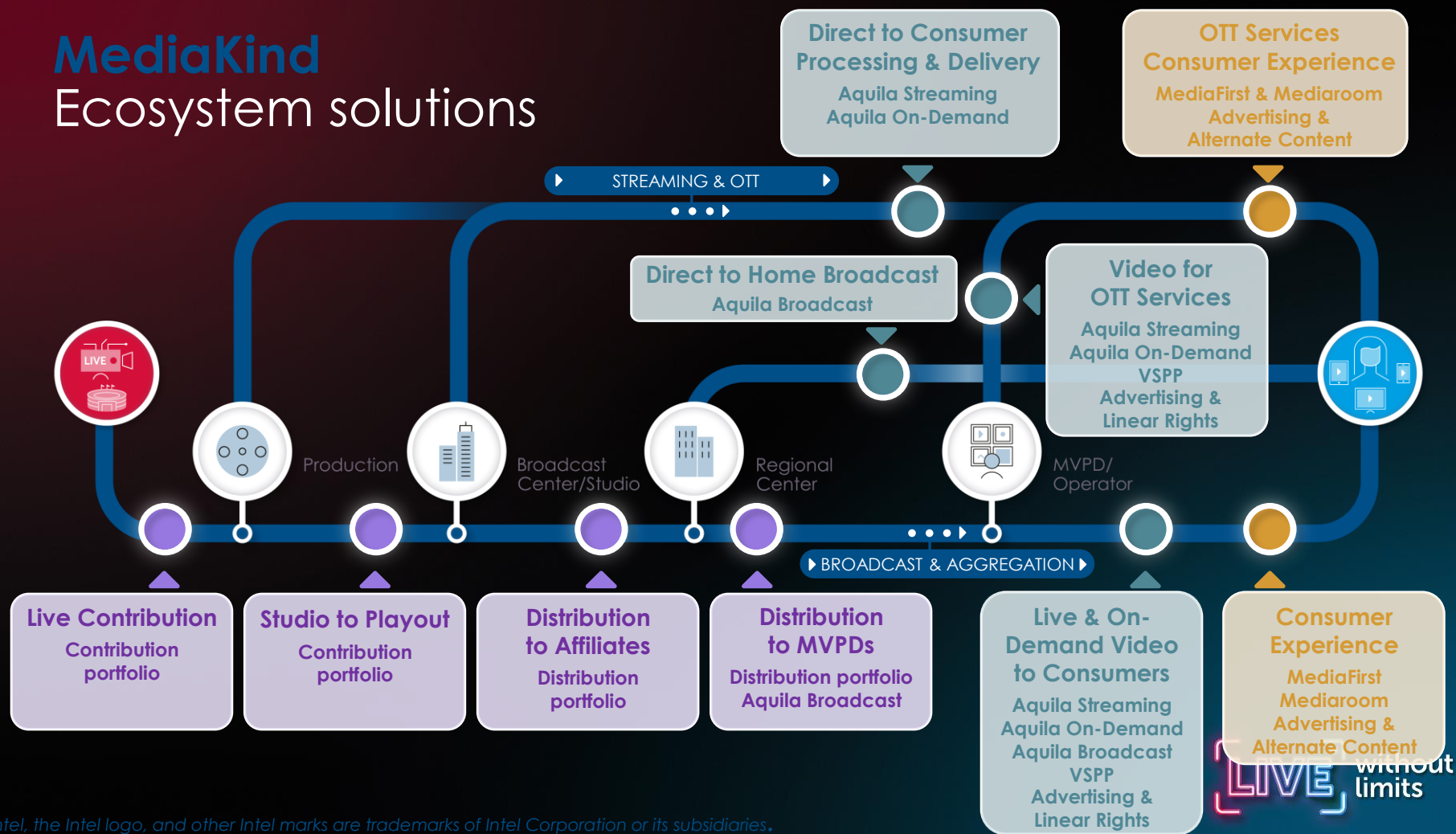
Increased power  
consumption  
Costly infrastructure



**[LIVE]** without  
limits

# MediaKind

## Ecosystem solutions



# Aquila presentation

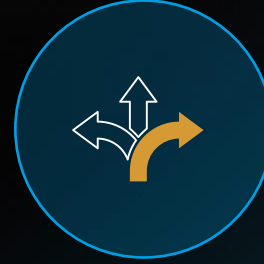
High quality product for high expectations



**Video Quality**



**Reliability**



**Flexibility**

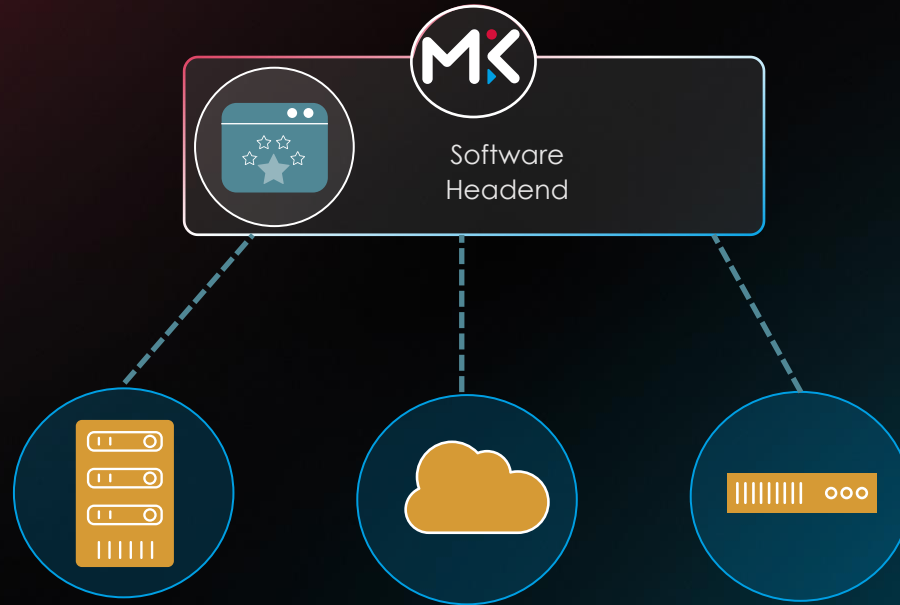


**Security**

**[LIVE]** without  
limits

# MediaKind software

## Cloud native architecture





# MediaKind's Reference Server



High performance  
computing

Flexible configuration

High reliability

Intel Xeon  
CPUs



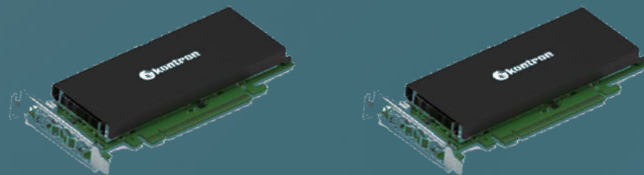
IP or baseband  
1 RU server

Redundant NICs  
Redundant PSU

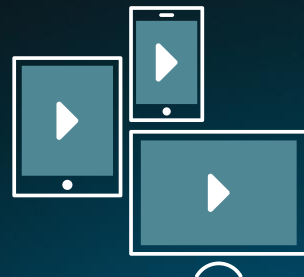


# Increase stream distribution whilst reducing costs

**Delivered by standard PCI card added in 1U server for hardware accelerated transcoding**



Flexible configuration: 0,1 or 2 cards



**[LIVE]** without limits

# Deploy energy efficient UHD channels

## Multiple UHD OTT channels in 1U server



### Less servers, reduce rack space and reduced power consumption

- 4x UHD ABR channels in 1 RU
- 100 W / channel
- 30% gain in average in cost/channel

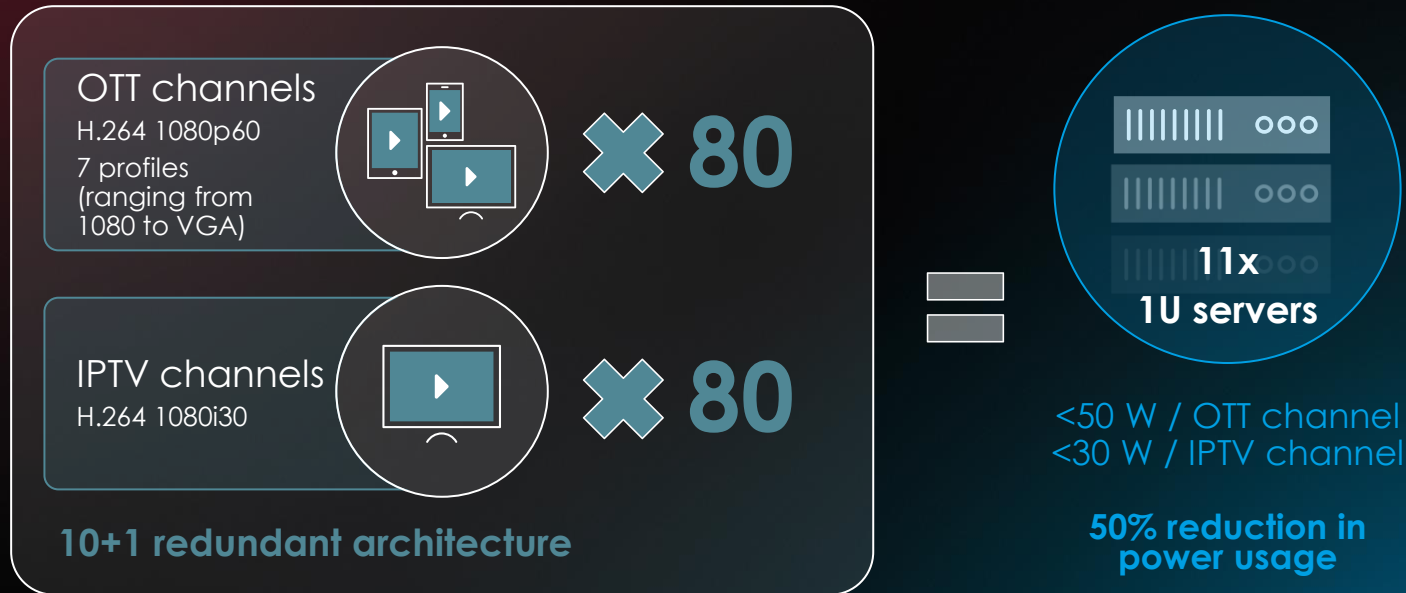


### High density and increased consumer experience

- 8 profiles UHDp60 to VGAp30
- Mix HEVC and H.264
- High quality

# Advanced headend cost efficiency

## Real example, real gains



**[LIVE]** without limits

# Powering increased media delivery...

...through MediaKind's Aquila headend solution

## Industry challenge

Growing consumption of video with new contents, new devices, new resolution

## Content Delivery

Aquila software deployed on dedicated data center or cloud

## Cost optimization

Media Kind leverages Intel Xeon CPUs and Intel GPU to design server with performance, cost , space and power in mind



Want to know more?

Please reach out to me...

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