



Unified Capture 

## Channel 4 enhances on-demand workflow by using Unified Streaming and M2A Media

Channel 4 improves their on-demand platform All 4 by using the combined solution of M2A Media and Unified Streaming. And by using this solution, Channel 4 is able to offer Live content to their viewers within minutes of it being aired. One of the main reasons Channel 4 was looking for enhancements is the Formula 1 coverage.

“Formula One is all about speed and our viewers want to be able to watch our F1 action on-demand as soon as each programme is over. With M2A Media’s Live To VoD solution F1 fans can now see the whole race, from start to finish, on-demand only minutes after the chequered flag,” says Andy Bell, Channel 4’s Video Engineering Manager for All 4.

### User Benefits:

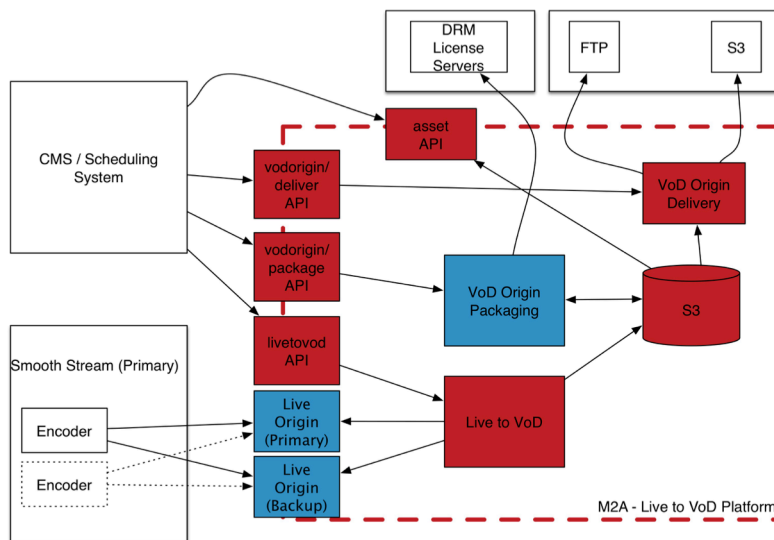
- Short time-to-view
- Preserve the highest video quality from ingest to playback
- Streamline content delivery and load balancing operations
- Quick setup and easy integration
- Future-proof infrastructure
- Flexible OpEx commercial model



The M2A Media micro service architecture provisions services as needed, thereby reducing overheads while guaranteeing throughput and availability. This flexibility means customers reduce delivery costs, complexity and elapsed time.

In the traditional setup all files needed to be re-encoded especially to create the VoD clips. By using Unified Capture there are no separate workflows needed for this process. Traditional content preparation processes, such as making the clips and removing specific content like advertisements, are time consuming. It requires manual intervention to make the Live streams available for VOD replay. The time-to-view will further increase and you may miss an important moment for monetization.

Once captured, Channel 4's content can be delivered instantly into different formats, like MPEG-DASH, HLS, Smooth and HDS including DRM, to an origin server or to a CDN for wider distribution.



## Quote M2A Media

"We've used Unified Streaming many times over the past years and it was the obvious choice when we came to build our Live To VoD service," says Marina Kalkanis, CEO of M2A Media. "We couldn't have built Live to VoD without the USP Live Origin."



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