

K.iTV 2.0 Solution overview

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K.iTV 2.0 Overview

K.iTV 2.0 is an end-to-end digital content service delivery platform that streamlines the management, publishing and delivery of content across multiple platforms including PCs, televisions (via STB) and mobile devices.

K.iTV 2.0 Platform is designed to assist operators with all key functions associated with managing an Internet TV Channel, Online video portal – content uploading, cataloging, metadata manipulation, tracking and maintenance, advertising, digital rights management (DRM), analysis, billing and paying.

K.iTV 2.0 delivers TV programmes over broadband networks and corporate LANs and WANs, with firm emphasis on maintaining as near a TV experience for the viewer as possible.

K.iTV 2.0 offers an extensive, high capacity distributed architecture model, based on a choice of video formats such as the Adobe Flash video format, H.264, QuickTime and Windows Media.

The core configuration of the K.iTV 2.0 system provides multi-channel TV programme management and video streaming server / CDN functionality. This enables the delivery and efficient operational management of both scheduled channels and on-demand programme channels. The entire content management activity can be achieved through a user-friendly web browser interface.

Some core areas where K.iTV 2.0 solution is critical:

Broadcast: Applications include TV and radio news production, Studios & Post Production, Archives for Film & Television and Audio & Radio, Web Archives and opportunities to provide multi-platform assets.

Audiovisual Archive: Applications include Film and Television Archives, Audio and Radio Archives and Web Archives.

Corporate: Applications include Marketing, Advertising and other Brand Media Asset Management, Media E-Commerce, Surveillance, Studios & Post Production, product design and development and Film and Television Archives for business TV.

Public Institutions & Organizations: Applications include Public meetings, Cultural Archives, Audiovisual Libraries for e.g. documentaries, meetings, conferences and healthcare.

Education: Applications include repositories for Learning Objects e.g. for schools, colleges and universities, Distance Learning tools and respective E-learning platforms.

How it Works

Content is ingested into K.ITV 2.0 Platform - defined channels are made available as Live, Scheduled-Stream or On-Demand programmes over any private or public IP network.

Viewers of the K.iTV 2.0 Platform access the content via internet, mobile network and their preferred device: PC, TV via Set-Top-Box, Public Kiosk, Mobile phone or other mobile communications device, Sony PSP, Zune, Apple Video iPod, iPhone and other supported devices ...

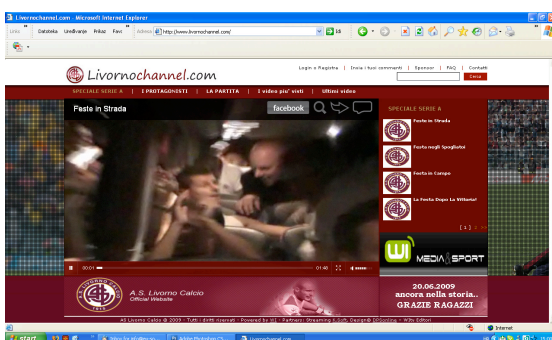
K.ITV 2.0 BACK-END / WEB ADMINISTRATION

| Id | Available | Translation valid | Views | Publication time | Duration time | Title | Actions |
|----|-----------|-------------------|-------|------------------|---------------|--|---------|
| 1 | ✓ | ✓ | 42 | | 00:02:24 | 4:3 animator vs animacja | |
| 2 | ✓ | ✓ | 508 | | 00:02:24 | 4:3 Evolution of the Homer | |
| 3 | ✓ | ✓ | 253 | | 00:00:17 | The bridge | |
| 4 | ✓ | ✓ | 235 | | 00:00:25 | The dance | |
| 5 | ✓ | ✓ | 159 | | 00:00:25 | The city | |
| 6 | ✓ | ✓ | 398 | | 00:00:25 | The bird | |
| 7 | ✓ | ✓ | 304 | | 00:00:33 | Surfing | |
| 8 | ✓ | ✓ | 31 | | 00:00:48 | Railway and the people | |
| 9 | ✓ | ✓ | 106 | | 00:01:01 | NASA | |
| 10 | ✓ | ✓ | 38 | | 00:00:47 | The Earth | |
| 11 | ✓ | ✓ | 41 | | 00:01:31 | King Lines | |
| 12 | ✓ | ✓ | 74 | | 00:01:35 | Arbitest: HD Library Demo Rise Long Title Test | |
| 13 | ✓ | ✓ | 0 | | 00:00:13 | commercial | |
| 14 | ✓ | ✓ | 38 | | 00:01:57 | The Macaulay Library | |
| 15 | ✓ | ✓ | 60 | | 00:01:27 | Nature | |

41 results

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K.ITV 2.0 FRONT-END / PRESENTATION LAYER



K.iTV Structure

K.iTV 2.0 PLATFORM

- Web application servers
- Database server
- Streaming servers
- Storage servers



Content Distribution
CDN / LAN / WAN

Content consumption
End users devices



- Internet TV
- IPTV
- Video portal
- Mobile devices
- STB
- Custom branded player
- Widgets
- Community



K.iTV 2.0 WEB BASED ADMINISTRATION CONSOLE

- content ingestion
- live streaming
- channels management
- business models
- subscribers & users management
- monitoring & reporting tools



K.iTV Platform

Home | Vod | Playlist | Advertising | Interactivity | Subscribers | Podcast | Rpt | Syndication | K.iTV SETUP MENU | Backend language | Check subscribers

Logged in as superadmin Clear cache Logout

Contents

| ID | Available | Transition valid | Views | Publication time | Duration time | Title | Actions |
|----|-----------|------------------|-------|------------------|---------------|-------------------------------------|---------|
| 1 | ✓ | ✓ | 42 | 00:02:24 | 00:02:24 | 4.3 animator vs animaco | [Icons] |
| 2 | ✓ | ✓ | 505 | 00:02:24 | 00:02:24 | 4.3 Evolution of the Homer | [Icons] |
| 3 | ✓ | ✓ | 253 | 00:00:17 | 00:00:17 | The bridge | [Icons] |
| 4 | ✓ | ✓ | 235 | 00:00:25 | 00:00:25 | The dance | [Icons] |
| 5 | ✓ | ✓ | 159 | 00:00:25 | 00:00:25 | The city | [Icons] |
| 6 | ✓ | ✓ | 356 | 00:00:25 | 00:00:25 | The bird | [Icons] |
| 7 | ✓ | ✓ | 304 | 00:00:33 | 00:00:33 | Surfing | [Icons] |
| 8 | ✓ | ✓ | 31 | 00:00:48 | 00:00:48 | Rainy and the people | [Icons] |
| 9 | ✓ | ✓ | 105 | 00:01:01 | 00:01:01 | NASA | [Icons] |
| 10 | ✓ | ✓ | 38 | 00:00:47 | 00:00:47 | The Earth | [Icons] |
| 11 | ✓ | ✓ | 41 | 00:01:31 | 00:01:31 | King Lines | [Icons] |
| 12 | ✓ | ✓ | 74 | 00:01:35 | 00:01:35 | Artists NO Library Demo Reel Long T | [Icons] |
| 13 | ✓ | ✓ | 0 | 00:00:13 | 00:00:13 | commercial | [Icons] |
| 14 | ✓ | ✓ | 38 | 00:01:57 | 00:01:57 | The Hocusley Library | [Icons] |
| 15 | ✓ | ✓ | 60 | 00:01:27 | 00:01:27 | Nature | [Icons] |

15 results

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Key Features

Deliver Standards-Compliant Media

K.iTV 2.0 is built upon a flexible framework designed to provide flexibility where your chosen video formats are concerned and the system can provide Adobe Flash Video, Windows Media, Real One and Quicktime Video formats – ensuring a wide range of options including the delivery of open-standard media such as MPEG4 video and next generation specifications such as H.264 High-Definition Video.

You Are in Control: Manage Channels and Programmes Effectively

Users can manage their entire suite of content from a user-friendly web browser such as Internet Explorer, Firefox or Safari. This includes the ability to upload encoded content directly into the K.iTV 2.0 for approval and subsequent broadcast. An authorised user can log in to the system via a password-protected gateway.

Channels can be configured to present a suite of on-demand content or as a scheduled channel designed to run at a chosen date and time. Content can also be queued up in advance using a date and time based configuration methodology for all channels, thereby allowing the users to configure next week's programmes now and plan their content scheduling requirements more effectively.

A Secure Operational Framework

The secure content life-cycle model present within K.iTV 2.0 ensures that all media undergoes a clearly defined review and approval process before it can be activated for public viewing – this ensures all content is rigorously vetted and a framework of 'due diligence' is maintained at all times. The entire review process is tracked within the software to provide a 'paper trail' audit of each programme.

In addition, each user's security permissions can be managed and configured to allow that user to perform a limited role or a wider range of activities.

Interactive TV style functionality

Access websites and additional content directly from each programme. Each programme can be configured with an interactive buttons linked to any internet content such as a related web site, file, other programmes, social networking and many more; or even a forum discussing the content or subject matter of the programme.

Architecture and Scalability

K.iTV 2.0 can be configured to run as a standalone server solution or as a clustered configuration in which media delivery is load-balanced across a group of servers. Similarly the storage requirements can be scaled to meet future demands with the integration of a SAN (Storage Area Network) that can be expanded as your content storage requirements grow. This flexible and open-minded architecture is designed to address your needs now and to evolve with your future requirements.



Technical Information

Supported protocols

HTTP, TCP, UDP, MMS, RTMP, RTSP

Supported media formats

WM, FLV, MOV, RM, M4P, H.264, VC1

Scripting language

PHP, .NET, JAVA SCRIPT

Database server

MYSQL, ORACLE

Supported streaming servers

WINDOWS MEDIA SERVICES, HELIX, DARWIN, FMS, WOWZA

API

XML, RSS 2.0, ATOM RSS

GUI

FLASH, SILVERLIGHT, XHTML & CSS, DHTML, AJAX

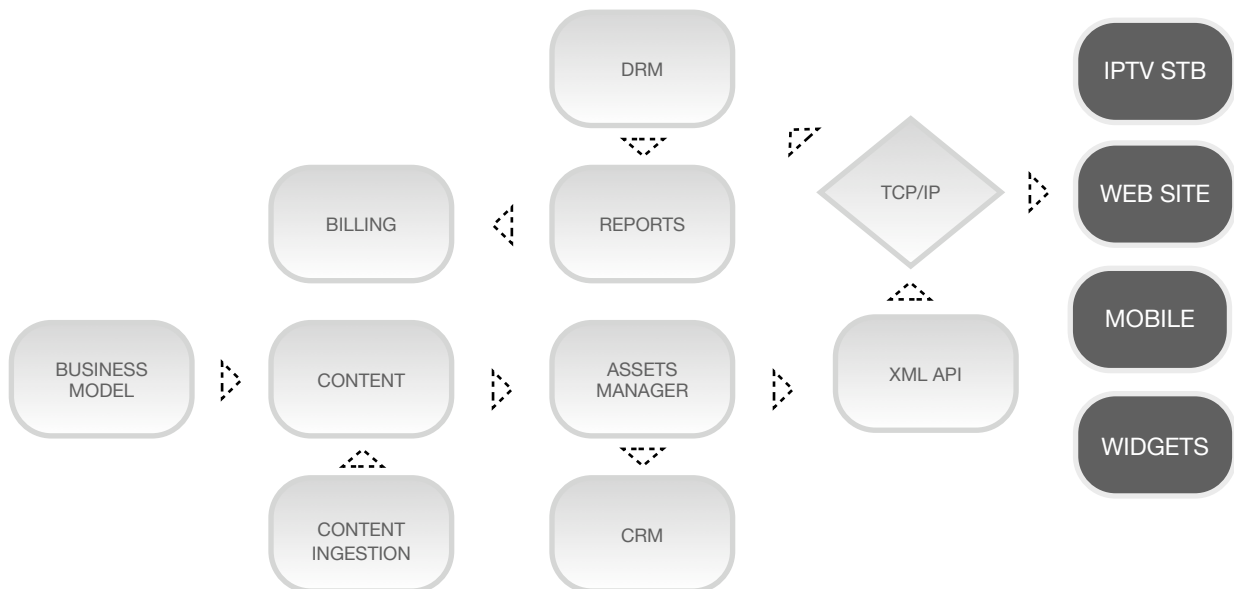
Third party software integration

We have an extensive experience in customization and integration of different third party web solutions into K.iTV Platform: CMS, Forums, Chats, Shopping carts, Billing solutions, Ad servers, Tracking solutions, Web conferencing systems ...

We can advise on best options and help clients with integration of those services.

K.iTV 2.0 Components

Purpose-built for rapid deployment, K.iTV 2.0 components-based approach dramatically minimizes implementation time, infrastructure needs, and installation costs – accelerating your return on investment. The platform consists of different specific components that can be licensed individually or as one complete solution.



MANAGEMENT COMPONENTS

| COMPONENT | FUNCTIONS & MODULES |
|---|--|
| K.MAM MEDIA ASSET MANAGEMENT | <ul style="list-style-type: none"> - Online video and media management - Channel / Category / Topics management - Podcast management & publishing - Static HTML pages management & publishing - Media aggregator - Import media from You tube, Google video, etc ... - Video / Channel Meta tags / Meta data management - Video / Channel Related videos, photo galleries, links, pages, sale items - Video / Channel Sharing & Syndication options - Video / Channel Publishing options - Automatic transcoding - Video ingest & upload - Video import from the "You tube" - Video chapters / indexing management - Multi-language options: translate Meta data, Tags, Add subtitle files (*.srt) - Thumbnails management (automatic from the video source or manual) - Video / Channel Pay per view, Subscription, Sponsoring options - Playlist management - Video editions, format, aspect ratio management - Video / Channel Advanced search, filter functions - CSV / XLS Export / Import |
| K.ONAIR PLAYOUT SERVER / LINEAR TV 24/7 | <p>Schedule video streams to be broadcast at specific times: (hh:mm:ss), daily, weekly, monthly; Mix Live and VOD streams, Playlists and create an Electronic Program Guide.</p> |
| K.UGC USER GENERATED CONTENT | <p>Allow your viewers to upload a wide range of video formats. Uploaded video files are converted on the fly. The administrator(s) can choose to approve Videos before they appear on your Internet TV.</p> |
| K.NETWORK CONTENT DELIVERY NETWORK TOOLS | <p>Provides a complete solution to allow you to manage your media delivery, streaming and storage of digital media assets on different networks.</p> <ul style="list-style-type: none"> - Web servers / front-end management - Streaming servers management - Storage servers management - Transcoding servers management - Watch folders for automatic transcoding, ingest management - Transcoding tasks monitoring - VoD & Live Publishing options - VoD configurator - Administrators / users profile management - Geo lock options - Video distribution and restriction access options based on the viewer's IP, Country, City - Front-end Players, Layout & publishing management - System Performance monitoring tools |

MONETIZATION & ANALYTICS COMPONENTS

| COMPONENT | FUNCTIONS & MODULES |
|--|---|
| K.ADVERT ADVERTISING MANAGEMENT | Monetize your content or add related information streams through Pre-roll ads, Post roll ads, In stream ads, Image & Flash banners / IAB standard banners management. Integrate with a third party ad servers. Manage advertising based on the single video, media, channel, tags, keywords ... |
| K.PAY PAY PER VIEW & SUBSCRIPTION | Provides a complete solution to allow you to charge for specific content, includes a solution for Billing, Subscriptions, Digital Rights Management and Security. <ul style="list-style-type: none"> - Create users / members - Manage user / members groups - Manage membership, editions and promotions - Expire / Activation dates for members, packages - Define prices - Wire transfer or Credit card payment management - Mailing lists - Members, Membership CSV / XLS Export - Import |
| K.REPORTS ADVANCED STATISTICS & REPORTING | Access 24x7 real-time reports on site activity including traffic logs, bandwidth usage, member activity and other critical metrics. <ul style="list-style-type: none"> - Unique visitors - Page views - Content views by title - Top viewed videos, channels ... - Player stats - Filter visualization options by day, month, year - 3D Graphs |
| K.AFFILIATE SALES AFFILIATE PROGRAMME | Run a complete Sales Affiliate programme. Affiliates can register, and be approved by the Administrator of the web store. A special referral % is given to each affiliate. Linking materials (banners) can be made available for affiliates, and contain affiliate-dependent URLs back to the web site. Advanced reports are available to each Affiliate. Multi-tier affiliate programme supported. <ul style="list-style-type: none"> - Supports affiliate registration - Allows for managing affiliates in the Admin panel, and setting default commission % per affiliate - Allows for managing linking materials (banners) in the Admin panel - Runs a number of sales and turnover reports per each affiliate account - Supports multi-tier affiliate programme - Affiliate sales statistics - Affiliate turnover reports |

DELIVERY COMPONENTS

| COMPONENT | FUNCTIONS & MODULES |
|---|--|
| <p>K.INTERACT INTERACTIVE PLAYER FUNCTIONS</p> | <p>This component provides a full set of the 'interactive' functions for your player:</p> <ul style="list-style-type: none"> - VCR player controls - Logo overlay - Embed options - Get a link - Tell a friend - Chapters - Subtitles - Comments - Related contents - Related files - Related links - Related pages - Related photo gallery - Tag clouds - Rating - RSS ticker - Choose video quality, codec, format - Share content: Facebook, Digg ... - Search options - Automatic player scaling based on the video aspect ratio - Meta-data display including title, description, genre, channel/category, duration, copyrights, additional info ... |
| <p>K.WIDGET WEB - MOBILE - PC</p> | <p>K.WIDGET is a portable video player application for web, mobile and PC clients. It can be added to your viewers and partners Web sites, Blogs or Social networking pages and display the videos from your K.iTV platform with typical functions including playlisting, favoring, sending to friend, embedding.</p> |



K.iTV 2.0 Benefits

Scalability to the needs of the largest operators

Automated or manual ingest

Improved workflow for content creation, management and distribution

Fast, flexible and accurate content access

Flexible player / Portal design

Full integration APIs

Format agnostic

Automatic content import web services

Multi platform delivery from one source

Advanced statistics & reporting

Cross-Platform solution: deliver your content on PC, TV STB or Mobile devices

Increase time to market

Be able to change with the market

Control your content and your brand

Build differentiation into your service because you are in control

Reach new audiences globally

Build closer relationships with your viewer, increasing the value of your brand

Create new revenue streams from your programming for pay per view, subscription, or commerce services

Understand audience demographics and viewing habits

Launch channels less expensively



Please feel free to contact us via phone, fax, or email.

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