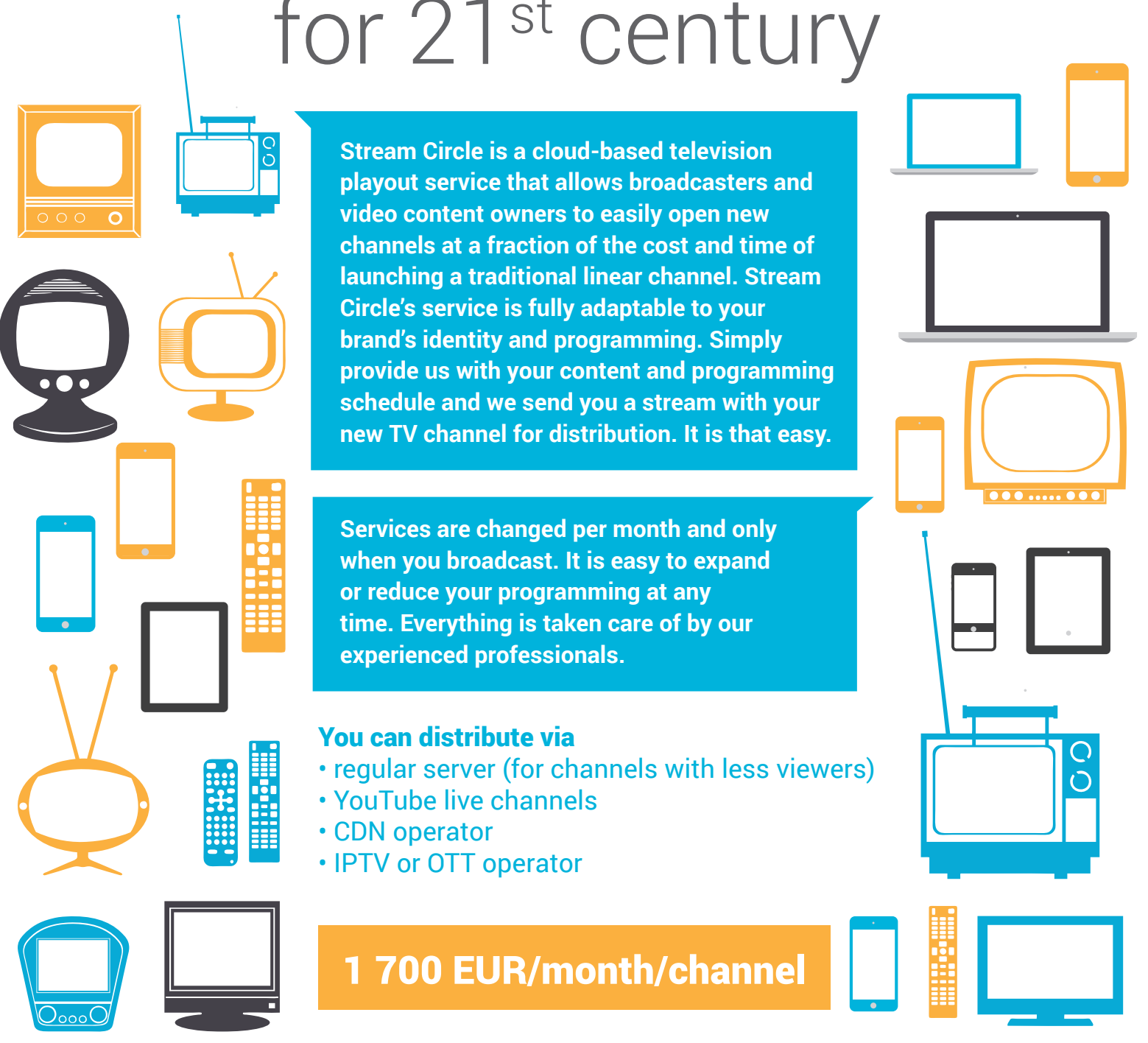# STREAM CIRCLE

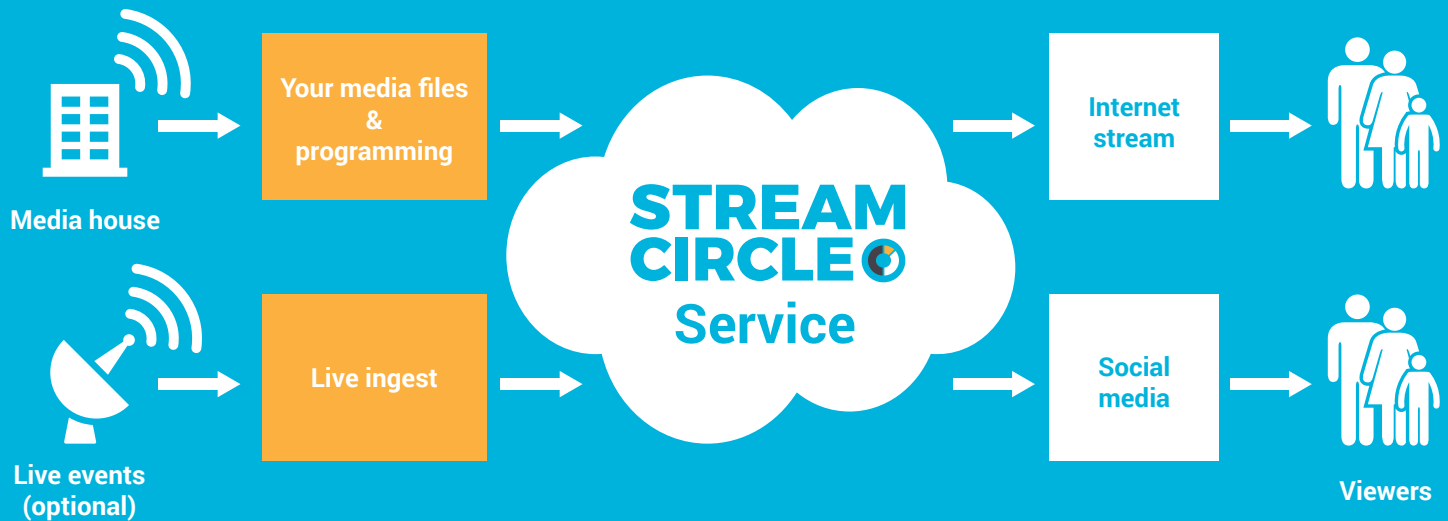## Your television playout for 21ˢᵗ century

Stream Circle is a cloud-based television playout service that allows broadcasters and video content owners to easily open new channels at a fraction of the cost and time of launching a traditional linear channel. Stream Circle's service is fully adaptable to your brand's identity and programming. Simply provide us with your content and programming schedule and we send you a stream with your new TV channel for distribution. It is that easy.

Services are changed per month and only when you broadcast. It is easy to expand or reduce your programming at any time. Everything is taken care of by our experienced professionals.

You can distribute via
- regular server (for channels with less viewers)
- YouTube live channels
- CDN operator
- IPTV or OTT operator

1 700 EUR/month/channel

Media house

Your media files & programming

Live events (optional)

Live ingest

STREAM CIRCLE
Service

Internet stream

Social media

Viewers

MAIN FEATURES

Internet (cloud) playout:
• Cloud based architecture
• Secure access
• Distribution thru CDN or IPTV, OTT operators

Native IP output:
• IP stream delivery to UDP MPEG transport stream in full HD
• Video streaming to YouTube or any RTMP capable server
• Can act as sender or receiver in NDI(tm) environment

Graphics automation:
• VFX animations
• DVE effects
• Unlimited layers
• Picture, video and shader textures
• Overlay videos
• Texts, crawls, tickers
• 3D animations

Content management & workflow:
• Media file storage and transcoding
• Watch folders, placeholders and dynamic content uploads
• Configurable workflows
• Workflow tracking and notifications

Template based planning:
• Template based scheduling and branding
• Milisecond precision planning and event triggering
• Programme block repeating

Social posts automation:
• Social network casting & post scheduling (Facebook, Twitter and Google+)
• Can be used for in-show posts, EPGs and other social casts

Dynamic branding:
• Parameter based graphical events
• Parameter based schedule event templates

Dynamic content upload:
• Any source feed ingestion (live or VoD)
• Dynamic event content placeholders (for yet-unknown content to be delivered just before the transmission)

Content ingest workflow:
• Content placeholders according to the schedule
• Configurable ingest workflows
• Configurable transcoding workflows
• Watchfolder based content updates (new versions)

As run reporting & dynamic event reporting:
• As-run log storage
• Dynamic event reporting through APIs (Running events for commercial and other reporting. Overlay based commercials shown by players.)

Open API:
• Open architecture (integration with MAM and broadcast management systems)
• Easy integration with advertisement planning & selling tools
• SOAP and Web API interfaces
• Google docs integration & planning
• Integrated into NDI™ ecosystem

www.streamcircle.com
sales@streamcircle.com