



Combining the highest standards of live broadcast with the flex and security of cloud infrastructure, M2A LIVE delivers fully functional live video workflows on demand.

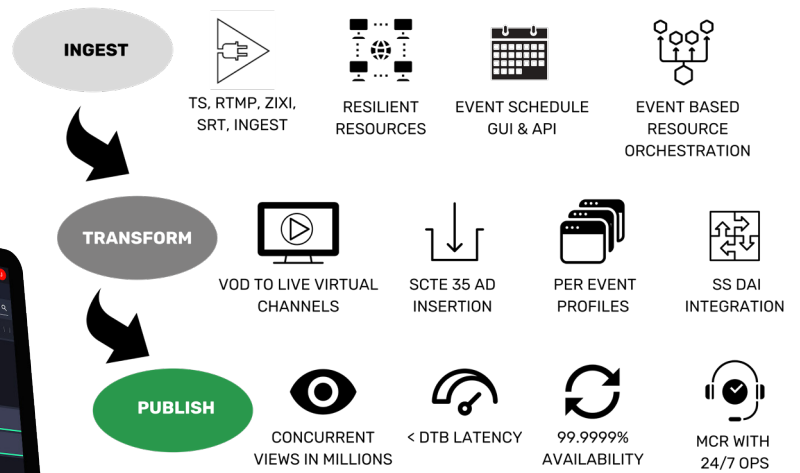
Simplicity at scale

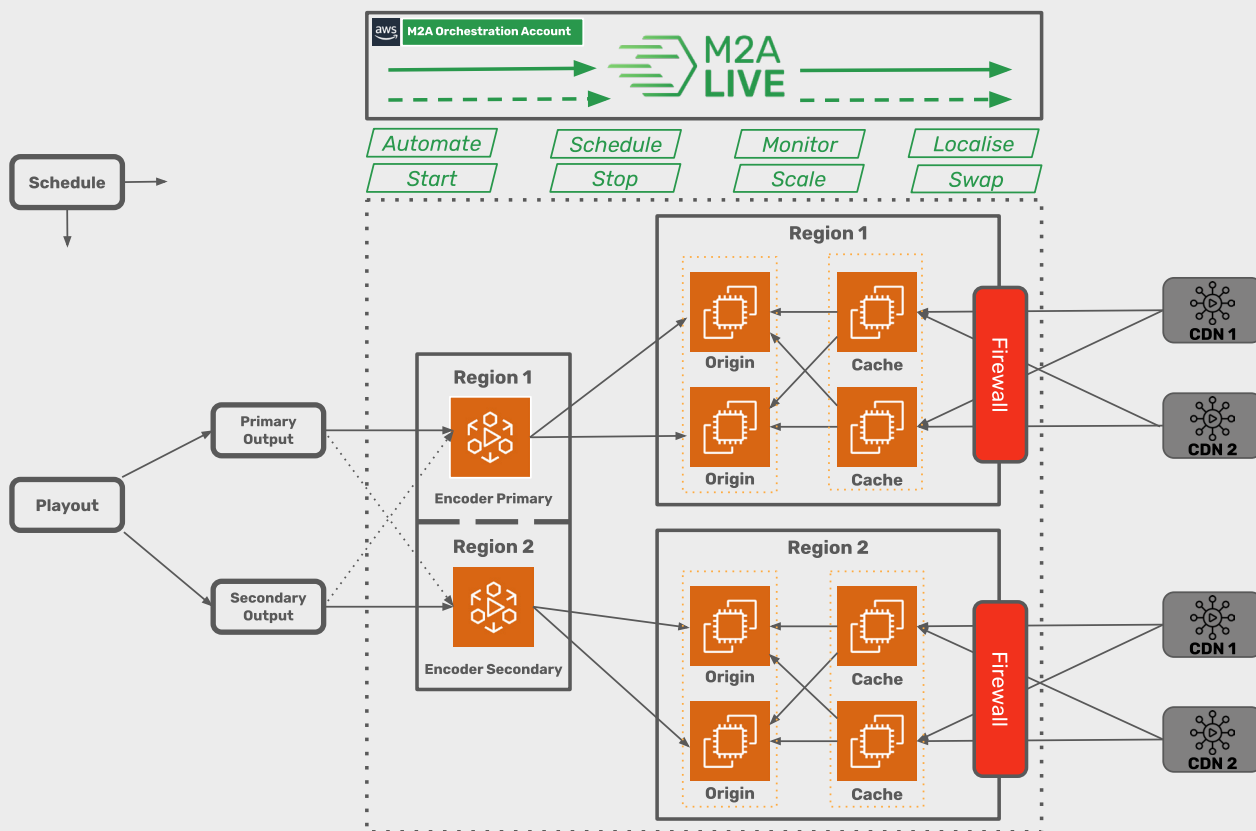
Live streams scaled and tailored for global audiences

M2A LIVE is trusted by tier-one broadcasters, OTT platforms and sports rights holders to deliver reliable, low latency, highest quality live streams to millions of viewers worldwide across any device using the flexibility and scale of public cloud.

Integrated with M2A Media's leading ad-decisioning services, M2A LIVE offers

full Server Side Dynamic Content Insertion delivering the most comprehensive monetisation and localisation solutions for both 24/7 channels and event-based live streaming. Our London-based MCR gives security and assurance meaning that your live streams and, ultimately, viewer satisfaction are protected at all times.





Key Features

- › Dynamic cloud resource allocation and scaling for millions of concurrent views
- › SSAI integration for personalised output
- › Variant playlist insertions for localised output
- › Full DRM and CENC Support
- › Multi-CDN connectors
- › Multi-device, user-focused, truly scalable workflows on-demand
- › Event-level:
 - › Transcode profiles
 - › Rewind windows
 - › Resilience
- › Automated live to VOD
- › Full schedule automation and control
- › Closed Caption and Language add

Operations & Monitoring

- › 24/7 operations and engineering support
- › 99.999% stream availability
- › Incident response and fix SLAs
- › Scalable availability through N+m and multi-region resilience

Technical Specifications

- › SD, HD, UHD to 60fps
- › TS, RTMP, Zixi, SRT Input
- › Custom ABR Output,
- › CMAF Ultra Low Latency
- › Apple II-HLS
- › SCTE-35/104 signalling and control
- › RESTful APIs



Commercials | No upfront charges | Tiered usage packages available, including unlimited use