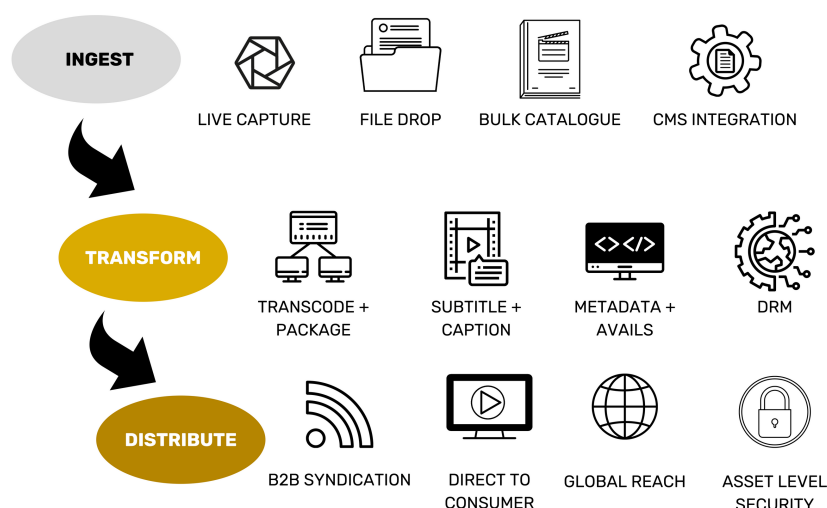# Syndication at speed

M2A **VOD**

Powering the distribution of your content to global platforms

M2A VOD simplifies cloud workflows for global broadcasters, offering syndication-as-a-service into third-party platforms, such as Amazon Channels and Apple TV, using multiple output formats and codecs.

M2A VOD is a smart orchestration layer that sits on top of AWS Media Services. We use robust DevOps techniques to deploy the M2A VOD Stack and relevant AWS Infrastructure components on demand at maximum velocity. Key objectives for **M2A VOD** are accuracy, efficiency, transparency, right-sizing and accelerated client onboarding.

M2A Media promotes the use of AWS Step Functions to capture and orchestrate client business workflows. Top level client-focused Step Functions can be combined with M2A Specific Step Functions from our VOD blueprint catalogue to accelerate client onboarding. **M2A VOD** customers can also call directly on M2A's APIs to manage their own end-to-end VOD workflow.

How **M2A VOD** Works

INGEST

LIVE CAPTURE   FILE DROP   BULK CATALOGUE   CMS INTEGRATION

TRANSFORM

TRANSCODE +   SUBTITLE +   METADATA +   DRM
PACKAGE   CAPTION   AVAILS

DISTRIBUTE

B2B SYNDICATION   DIRECT TO   GLOBAL REACH   ASSET LEVEL
                   CONSUMER   SECURITY

M2A Media

KEY FEATURES

> Out of the box, reusable VOD workflows for syndication to iTunes and Amazon Channels

> Underpinned by AWS Media Convert and AWS Media Package

> Additional option to create custom VOD workflows leveraging AWS Step Functions

> VOD Direct to Consumer

> 24/7 operational support, available 365 days a year via M2A Operation's manned hotline + instant messaging service

> Integration with **M2A CONNECT** and **M2A LIVE**

PRODUCT COMPONENTS

M2A Transcode

AWS Media Convert
Sidecar driven workflows
Ad-insertion
Timecode clipping
Key Frame grabbing
Graphic Overlays
Audio normalisation
Up to 4K Video

M2A Package

AWS Media Package
Multiple VOD Platform adapters
Direct to consumer live video streams
Subtitles + Captions
Metadata + Avails
Multi Track Audio
DRM

M2A Deliver

AWS S3 Transfer
Aspera Shares + ASCP
Signiant
Multi CDN VOD Origin

Learn more about M2A VOD

> www.m2amedia.tv/m2a-vod

> sales@m2amedia.tv

M2A Media

TECHNICAL SPECIFICATION

Key Functions

- VOD Platform Syndication-as-a-Service
- SD, HD, 4K cloud based workflows
- Processing business as usual and now content
- Back Catalogue batch processing

Product Interactions

- Transcode API
- Package API
- Deliver API
- Asset API
- AWS Step Functions Blueprint Catalogue
- M2A Console
- Customer workflow reporting

Advanced Features

- Compliance amends
- Subtitle/caption amends
- Late subtitle/caption arrival handling

Operations & Monitoring

- 24/7 Operations in London MCR
- 24/7 engineers on-call
- End to end SLAs incident response and fix SLAs
- N+m and multi-region resilience

Input/Output Formats

- Compression standards
- AVC, HEVC, AV1, Apple ProRes, and MPEG-2
- Adaptive bitrate packaging formats CMAF, Apple HLS, DASH ISO, MS Smooth
- Platform support :
  Apple iTunes, Amazon Classic and Amazon Global

britbox DAZN 4 itv SONY CRACKLE