

Online Video Checklist

Ten capabilities media companies should look for when selecting an online video platform

In today's digital age every company is a media company. Having said that, there's no doubt that traditional broadcasters and media companies face more complex challenges when implementing a full online video strategy. Broadcasters need to work with many rapidly evolving technologies to manage the online video publishing value chain - from content creation, to playback on all devices, metadata management, content distribution, permissioning, monetization, and more. There are many services that aim to simplify the workflow and a multitude of technologies needed to publish content online and it can be daunting to identify the right one for you. If you are a media company looking to create, revamp or enhance your online video strategy, and your objective is to improve your monetization options, as well as improve workflows, reduce costs, and implement a future-proof solution, we recommend you take the following core capabilities into account when evaluating the various online video solution providers in the market:

1. **Support for multiple devices** - a growing percentage of viewers now access the internet, your media included, from a wide range of connected and non-connected devices. Regardless of the device they choose, viewers expect their viewing experience to be perfect. Set top boxes, connected TVs, tablets, smart phones, multiple desktop browsers, and even proprietary devices are constantly being released and updated. Being able to support all of the operating systems, formats, CODECs and players requires a great deal of development and constant testing. Make sure your video platform of choice supports your target devices, can automatically detect and adapt the encoding, page layout, navigation and playback experience accordingly and is prepared to quickly support new technologies as they are adopted by the market.



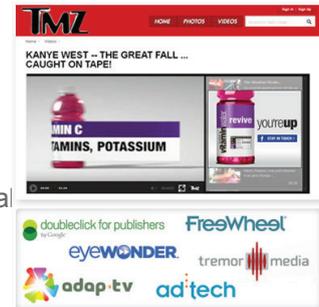
2. **Search Engine Optimization, content discovery and social sharing** – with so much online media out there, you need to ensure that your content can be easily discovered by viewers. Your online video solution needs to support SEO by providing flexible metadata in HTML, easy click-path to media files to benefit web crawlers,



H1 titles, meta-tags and more. Then once the viewer reaches your site, you need to keep them there – to that end, your video solution should support content discovery by offering related videos and automatically directing the viewer to them for a stickier experience. The solution also needs to allow your users to socially share the media, as social sharing becomes an increasingly important driver of online content discovery and distribution.

3. **Syndication and distribution** - extending your audience - ‘feeding’ your content to third party platforms and partners serves multiple business goals, including marketing, branding, and driving traffic back to your site. Feeding content to other applications often requires adhering to very specific media and metadata formats. A solution must be flexible enough to support different formats and ensure that a media package is delivered to each partner site with everything required - and all this should be available to you at the click of the button.

4. **Monetization** - Make sure that your preferred video platform provides multiple ways to monetize your content. Having the flexibility to make the most of your content in different ways allows you to support the needs of your sales and marketing teams whether they choose to focus on advertising, PPV, or syndication and distribution deals.

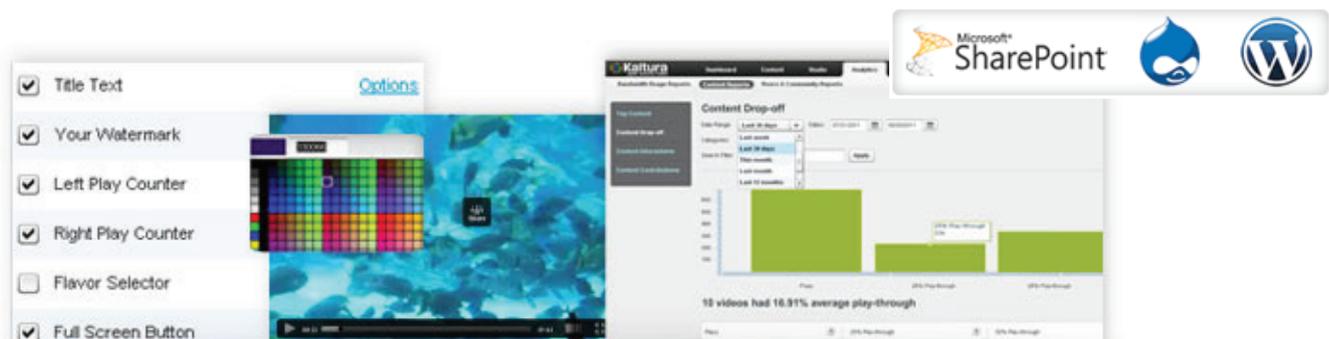


5. **User generated content and citizen journalism** – creating new and attractive content is a major challenge for media companies. Choose a video platform that allows your users to contribute relevant content by uploading their own media in a fully moderated and governed environment.



6. **Performance** - How responsive is the system? Do you have to wait in a long queue for your assets to transcode while other customers’ files are being processed? Does the application load quickly? Are assets and data retrieved efficiently? Do players load fast? Users are easily frustrated by unresponsive and slow sites - make sure your platform’s applications and players are responsive.

7. **Flexibility and adaptability** - Does the solution allow you to easily integrate into other applications? Does it work with many different systems or are you forced to use very specific or proprietary technologies? Are you required to use the complete solution, or can you pick just the components you need? Does the solution force you to re-train your users or can you modify the solution to fit your needs and workflow? Choose a solution that is modular and flexible to support your own specific requirements.



8. **Syndication and distribution - Extensibility and Ecosystem** - What happens if the solution doesn't do everything you need? What happens if you require new functionality in the future? Look for solutions with extensive APIs and a plug-in architecture that will allow you to extend the platform with new features on your own. Look for



platforms with an extensive partner ecosystem, which provides an easy way to add features and functionality that may not be part of the core product.

9. **Security** - A platform must be able to offer extensive security options while still being able to integrate with various applications, with minimal user inconvenience. Applications have many forms of authentication and authorization mechanisms. From TV Everywhere to custom databases with user and entitlement information, make sure your



platform can restrict access to only those users allowed to view the content. The platform should provide varying levels of access control including geo-restrictions, availability windows, url tokenization, as well as complete digital rights managements.

10. **Scalability and Stability** - As you increase in volume or viewers, can the system scale to your needs? If it handles multiple customers on the same platform, is it able to handle the spikes in usage from other customers without affecting you? Look for platforms deployed with high availability architectures with complete failover and redundancy for all infrastructure components.

Kaltura has been working with many broadcasters helping them navigate the multitude of options for addressing these requirements. The points above demonstrate some of the core capabilities to consider, however a long list of specific features and functionalities should be checked as well - specific transcoding methodologies, delivery protocols, video player functionality and many more. Thousands of customers use Kaltura through a fully managed SaaS platform or On-Premise installations in order to ensure they stay one step ahead in the online video game. For more information, and to consult with our team of video experts regarding your specific needs, contact us at <http://corp.kaltura.com/company/contact-us>.

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