

# THE LEVEL 3 VIDEO CLOUD

## BROADCAST & INTERNET VIDEO SIMPLIFIED

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### SIMPLE, SCALABLE BROADCAST AND INTERNET VIDEO DELIVERY TO ANY DEVICE, GLOBALLY

Many of the world's largest and most innovative broadcasting and media companies trust Level 3's Video Cloud services for video acquisition, distribution, storage and delivery. We know video. From over-the-top (OTT) to full time channel distribution, Level 3 brings 25+ years of video experience. Our comprehensive portfolio of end-to-end video services and solutions leverage our global network, so your content goes where you want it, when you want it to.

#### BUSINESS SOLUTIONS

**Over-the-Top (OTT) Video Solutions:** From content acquisition, storage and encoding to multi-device delivery, we can be your trusted, single provider for simple, scalable OTT video solutions.

**Video on Demand:** Enable your video on-demand business to reach new highs in quality, reliability and cost management. Use our adaptive bitrate Video Delivery services to help provide a great viewer experience on any device.

**Full Time Channel Distribution:** Securely and reliably deliver your linear programming to audiences globally. Monetize new distribution destinations with Level 3's proven fiber network and 24 x 7 operational excellence. Seamless delivery to MVPDs globally or through Level 3's OTT Video delivery solution.

**Live Events:** Trust the experienced provider of live video transmission for some of the world's most-watched broadcast and Internet TV events. Simplify event management by choosing a complete solution for broadcast, adaptive streaming, encoding, and security.

#### FEATURES

Level 3's Video Cloud is a solution "toolbox" that seamlessly integrates multiple Level 3 services to enable an end-to-end solution for delivering high-quality video online through a single provider. Some of the various solutions supported in the Video Cloud toolbox include:

##### Linear Streaming Channels

- **Broadcast Video Acquisition:** In-network acquisition of hundreds of broadcast channels for OTT-Video and Internet TV platforms via Level 3® Vyvx® Solutions
- **Rapid Scalability:** Level 3 can rapidly add additional channels as your content offering requirements grow

##### Video-on-Demand

- **Origin Storage Platform:** With over 60PB of storage, our multi-regional Level 3<sup>SM</sup> Origin Storage Platform features high performance egress and rapid time to first byte to ensure your entire content library is always available
- **Cloud Storage Connectivity:** Our IP network is directly connected to major cloud storage platforms and we can access your content library for global delivery over our CDN.

##### Full Media Packaging and Preparation Services:

- DVR, ad insertion, closed captioning pass through, token authentication and Remux.




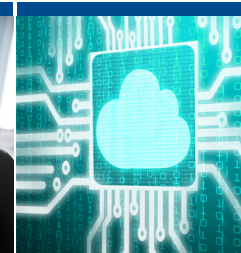

##### Benefits

- **Scalability:** Level 3 offers a truly global CDN solution that enables you to grow your customer base through the reach and reliability of our high-capacity, high-speed network.
- **Performance:** The Level 3 CDN is architected for high-capacity, high-availability and low-latency, resulting in rapid and reliable delivery of content to end users.
- **Security:** Our CDN provides customers' content with protection and encrypted delivery over our IP network, which is actively monitoring and mitigating security threats daily, to provide a comprehensive, layered security strategy.

##### Global Delivery

- Level 3's Content Delivery Network (CDN) reaches across nearly 100 major metro cities, across six continents.

## WORKFLOW SIMPLICITY

				
<b>ACQUIRE</b>	<b>PREPARE</b>	<b>PUBLISH</b>	<b>DELIVER</b>	<b>CONSUME</b>
<p><b>Level 3<sup>™</sup> Vyvx<sup>®</sup> Solutions</b></p> <ul style="list-style-type: none"> <li>• Fiber or satellite acquisition</li> <li>• Backhaul transmission</li> <li>• SD/HD viewing</li> </ul> <p><b>Content Access</b></p> <ul style="list-style-type: none"> <li>• Origin or data center direct connectivity</li> </ul>	<p><b>Live Content Control</b></p> <ul style="list-style-type: none"> <li>• Live stream control during signal acquisition</li> <li>• Media-format indicators during encoding</li> <li>• Optional interpret indicators during media playback</li> <li>• In-stream advertising, captioning and blackout management</li> </ul> <p><b>Level 3<sup>™</sup> Encoding</b></p> <ul style="list-style-type: none"> <li>• Video stream on-the-fly conversion to multi-screen devices</li> </ul>	<p><b>Adaptive Origin Storage</b></p> <ul style="list-style-type: none"> <li>• Dedicated, redundant ingest solutions with full support for content control</li> </ul> <p><b>Level 3<sup>™</sup> Origin Storage</b></p> <ul style="list-style-type: none"> <li>• Highly secure and fault tolerant storage</li> </ul> <p><b>Level 3<sup>™</sup> Intelligent Traffic Manager</b></p> <ul style="list-style-type: none"> <li>• CDN traffic management across multiple sites and data centers</li> </ul>	<p><b>Dynamic Content Packaging</b></p> <ul style="list-style-type: none"> <li>• Single source file that delivers to multiscreen devices</li> <li>• Adaptive streaming</li> </ul> <p><b>Content Protection</b></p> <ul style="list-style-type: none"> <li>• Content edge protection</li> <li>• Unauthorized content access protection: Geo Blocking, DRM, Device Blocking, IP Blocking and Proxy Authentication</li> </ul> <p><b>Level 3<sup>™</sup> Video Delivery</b></p> <ul style="list-style-type: none"> <li>• Deliver a proven experience across a broad range of devices</li> </ul>	<p><b>Content Analytics</b></p> <ul style="list-style-type: none"> <li>• Digital asset performance and usage metrics, live streams and video on demand</li> </ul> <p><b>Client Side Stats</b></p> <ul style="list-style-type: none"> <li>• Content consumption insights into the consumer experience</li> </ul> <p><b>Level 3 Player and OVP Integration</b></p> <ul style="list-style-type: none"> <li>• Basic Level 3 alternatives</li> <li>• Full integration with some of our OVP and ad partners</li> </ul> <p><b>Enhanced Monitoring</b></p> <ul style="list-style-type: none"> <li>• Standard 24 x 7 monitoring in North America and Europe</li> <li>• Dedicated support personnel</li> </ul>

## WHY CHOOSE THE LEVEL 3 VIDEO CLOUD?

**Level 3 knows video:** Your success depends on delivering compelling content to a demanding audience who expects a quality video experience. This is not easy. Teaming with experienced professionals can help you alleviate operational complexity and manage costs.

**Choose the provider committed to your success:** Our customers tell us our ability to provide top-quality customer service is a critical factor in choosing Level 3. We have a passion for reliability. Benefit from our consultative approach. We design customized configurations so you can realize the best possible performance.

**Gain efficiency and value:** A quality viewing experience should lead to financial success. Maximize advertising and subscription revenues by reaching the broadest global audience possible. Deliver cost-effectively to all platforms and get the most out of your investment. Reach viewers where and when they want to watch. Learn how Level 3 solutions can meet your business needs by offering flexible commercial models and scaling with demand.

**We understand more than video; we understand your business.**

## ABOUT LEVEL 3

We operate and take end-to-end responsibility for network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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