

## A Cloud to Cable TV™ Platform for Music, Internet TV, and Video



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Mediamplify® is the one stop shop multi-platform media distribution for web, mobile, and Cable TV systems. Mediamplify® enables a cloud-based infrastructure to be connected with Cable TV

head ends or Multi-System Operators (MSOs), just as Comcast, AT&T, CLARO, TIGO Home, among thousands of Cable/Satellite systems around the world with over 1 Billion viewers.

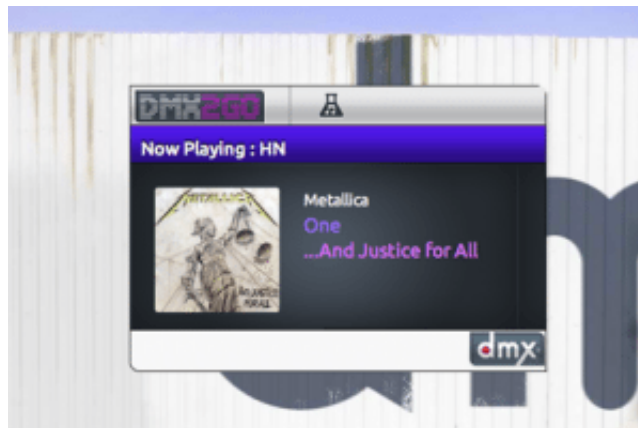
As such, EGLA's has coined the term "Cloud to Cable™" which means that content available in that cloud platform can also be broadcasted to Cable TV as well seamlessly and with minimum Cable TV content can also be available in the cloud and to any connected device, all in one unified platform, Mediamply®.

Mediamply® is the platform that merges the cloud and Cable TV facilitating the offering of TV and Video Cable TV content in mobile devices and any other connected platforms as well as delivering Music, Video, and TV content commonly available in connected devices and mobile to Cable TV systems.

## What is Cloud to Cable™?

Cloud to Cable™ is a patent-pending technology that brings HTML5 generated content to a cable operator head end in the format and reliability required in a traditional MSO. Hence, any HTML5 website or service with video, TV, social media, can be broadcasted to a Cable Operator without major technological challenges.

The content is created in a HTML or HTML5 compatible webpage that can include Javascript or any other web-enabled technology.



```
function() {
    var _gaq = _gaq || [];
    _gaq.push(['_setAccount', 'UA-10000000-1']);
    _gaq.push(['_trackPageview']);

    (function() {
        var ga = document.createElement('script');
        ga.type = 'text/javascript';
        ga.async = true;
        ga.src = ('https:' == document.location.protocol ?
            'https://ssl.google-analytics.com/ga.js' :
            'http://www.google-analytics.com/ga.js');
        var s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(ga, s);
    })();
}
```

[embedyt] <http://www.youtube.com/watch?v=80G-rh6DIns>[/embedyt]

## How Cloud to Cable™ Music Works?

The Cloud to Cable™ Music Platform uses the power of the cloud to scale and create server instances that handle music/audio playlist management, music encoding, playlist, Digital Rights Management (DRM), while delivering audio with the highest quality assurance. Additionally, metadata and Application Programming Interfaces (APIs) assist with the development of mobile applications to stream music from multiple music genres that are mastered by a DJ, a machine learning algorithm, or created by end users.

## Broadcasting to Cable TV™

Our Cloud to Cable TV™ technology includes a cloud storage platform and all the required software and intelligence to broadcast content from the cloud to any cable TV operator. Once content, playlists, and music are available in our cloud the music is delivered to the Cable TV headed to our edge servers co-located in the cable operator premises.



## Streaming to Web, Mobile, and Connected Devices (Internet TV)

The music available in Medianplify® can be streamed to mobile devices, web, tablets, Smart TVs and any connected devices such as the Chromecast® and Apple TV®. Internet TV is a reality with Mediamply.

The same music selection is also available in any of our mobile applications: MEVIA (iOS and Android) that includes TV/Video, and Safety, or Mediamply Music™. On the web, music playlists are used to create a web interface with HTML5 content that can also be injected into a Cable TV broadcast.

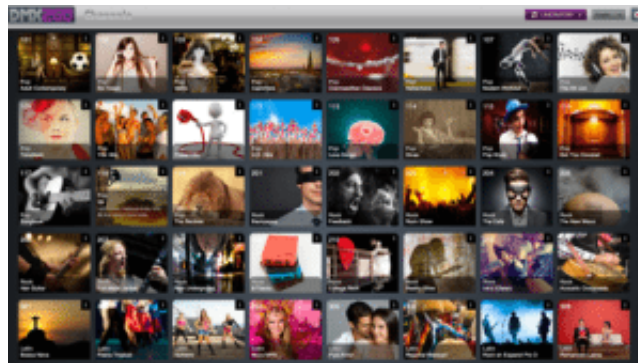
Medianplify® can also be integrated to third party applications using a JSON / REST API interface. As examples of third party developers, we can mention SKY TUNES and DMX2GO.



### SKY Tunes

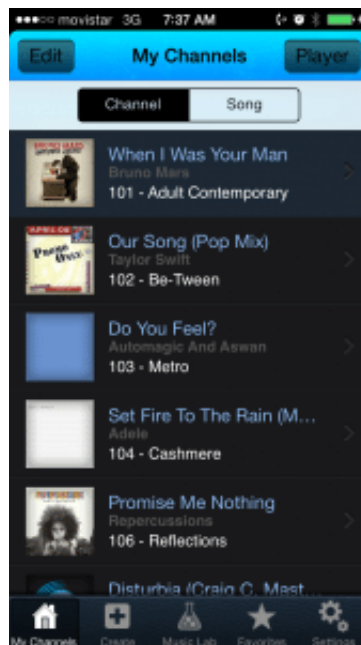
Os mais variados estilos musicais na palma da sua mão. Ouça mais de 100 rádios, com milhares de músicas disponíveis todos os dias, a qualquer momento, na ponta dos seus dedos. Faça a busca dos rádios e crie uma playlist com as suas favoritas.

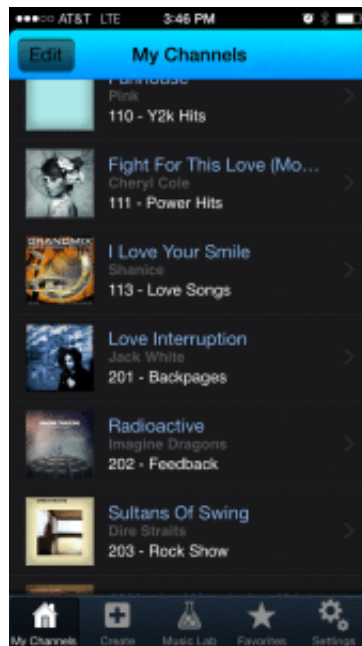
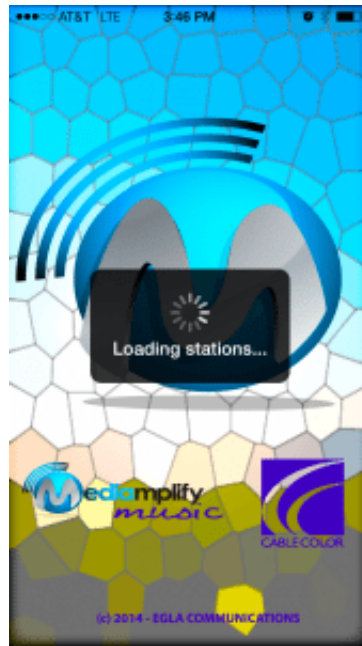
Personalize o visual do aplicativo e ainda compartilhe nas redes sociais o que está ouvindo.



## Mobile Applications for Music

The music application reference implementation of iPhone is customizable providing a great User Interface (UI), Bluetooth Audio, Metadata Integration, as well as social support. Our mobile software is flexible and portable.







## **MEVIA : Internet TV with a Mobile Application for TV, Video, and Safety**

**MEVIA** brings together video, music, and safety all in one mobile experience. MEVIA connects to our MEDIAMPLIFY® Platform and provides a rich multimedia experience designed for: *Education and Learning, Corporate Branding and Image, Cable TV broadcasting, and more.*



Our patented technologies are unique having our target markets in Latin America and the United States.

## MEVIA Music

MEVIA Music brings over 1000+ music channels without commercials or with commercials with casting capability for Chromecast® and AirPlay® devices. The Music is available thru a rich menu experience for Android and iPhone. Ads can be programmed and injected, we also have a solution for buildings, corporations, and organizations with WiFi or their own Cable TV network. The same music can also be licensed to Cable TV in packages of 50, 100, 200, or more music channels in DVB format, this is all connected with our MEDIAMPLIFY Platform, bring effective Cloud to Cable TV™ experience.



## Music Content Available for Cable TV, Mobile, Web

We classified our music content in over 200 different music channels and more than 2400 playlists available without commercial or with advertisement insertion when requested by the customer. Some of the sample music genres:

- Latin Music
- Electronic
- Jazz
- Rock/Classic Rock
- Merengue
- Salsa
- Classic
- Blues
- National / Particular country
- Tango
- Rancheras/Mexican
- Lounge
- Instrumental
- Country
- Piano
- Alternative
- TOP 40
- Christian Music
- 70s', 80's, 90's, POP2K

[embedyt] [http://www.youtube.com/watch?v=vW\\_sjBjECjM](http://www.youtube.com/watch?v=vW_sjBjECjM)[/embedyt]

## MEVIA Video

MEVIA video provides over 1000+ TV Channels of Internet TV, Movies, Educational Content, and more. Ads can also be injected as part of this offering, additionally Custom TV network (Internet TV or Cable TV or both) can be created and casted in buildings, boats, and any other organization. APIs are also available for Video Streaming and 3rd party apps thru our MEDIAMPLIFY® Platform.

## Video Content available for Cable TV, Mobile, and Web

We have access to over 1000+ TV channels in SD/HD from different countries and genres around the world that include: Al-Jazeera America, Russian Times, AFP, EdgeSports, MED TV, TV5 France, EuroNews, PressTV, Voice of America, BBC. There are also thousands of videos from several providers that can be packaged and resold, including BBC Documentaries, Independent movies, and FILMON Movies, this source provides content to iTunes and others.



[embedyt] <http://www.youtube.com/watch?v=csrlydZACNc>[/embedyt]

## MEVIA Safety

We are incorporating for LATAM and US markets, the security function that enables sending emergency messages to a loved one. This functionality is very helpful for LATAM markets where robberies and theft of mobile devices is prevalent. Hence your multimedia experience will be covered by the MEVIA Safety feature.






MEVIA Safety is triggered with the power button on device or using the Bluetooth Low Energy device.

Additionally, corporate customers of MEVIA Music or MEVIA Video will be able to enjoy of this particular functionality.

## Benefits of MEVIA and MEDIAMPLIFY

The integration of MEVIA with MEDIAMPLIFY and all Cloud to Cable capabilities makes MEVIA a unique value proposition for consumers.

Hence, MEVIA is a better offering over Spotify, Pandora, Hulu, and Netflix; assuming you were able to license their platforms, a comparative analysis of MEVIA is shown in this chart:

Feature					
Movies / Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TV Channels					<input checked="" type="checkbox"/>
Music Streaming	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cable Support					<input checked="" type="checkbox"/>
Cloud to Cable TV					<input checked="" type="checkbox"/>
Custom Channels				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
White Label					<input checked="" type="checkbox"/>

Competitive Advantage: Cable TV Technology  
Subscriber stops cutting the cord



## Integrated MEVIA and Cloud to Cable TV™

As mentioned early, MEVIA also offers all MEDIAMPLIFY® capabilities including Cloud to Cable, delivering all the content available in Music/Video to any Cable Operator. Hence all MEVIA music, TV, and video content can be broadcasted to a Cable TV MSO all over the world.



## **Benefits to Broadcasters and Media Companies**

Our platform enables broadcasters to sell direct to MSOs bypassing all distribution channels and creating a-la-carte alternative packages for Cable TV subscribers while at the same time offering mobile and casting options as Chromecast® and Apple TV®.

In summary:

- Tap into a market of millions of consumers worldwide on Cable TV systems
- Tap into consumers with mobile, web and connected devices
- Decrease costs for end-customers and increase revenues
- Bundle content from our existing repertoire with yours, creating a better offering to consumers.
- Provide additional features to your offering, music, videos, and casting.

## **Benefits to Cable Operators and Telcos**

Cable operators in the US can partner with COMCAST and TV Everywhere ® services to allow mobile broadcast to mobile. MEDIAMPLIFY® is a similar offering with a greater selection of services for operators. The MEVIA App uses Encryption Media Extension services (EME) and also supports other Digital Rights Management (DRM) that facilitate the access to live and pre-recorded contents. In the rest of the world, cable operators may partner with MEVIA to handle the delivery of TV and Music content to all their subscribers. MEVIA will protect all DRM content and facilitate viewership in any device.

Telco's and Operators that are still in transition to digital can integrate MEVIA as a mobile "play" and bring all the content in cable plus all the additional content from our wide range of TV offerings.

## **Benefits to Universities and Training**

Universities usually own a TV channel or series of TV channels and are offering e-Learning content to their students and communities. MEVIA and MEDIAMPLIFY are hence great tools to enhance e-Learning. MEDIAMPLIFY truly amplify your reach to all potential e-learners.

Bing music, video, news, some sports, and choose what your students and faculty may have access to. Universities and training academies may bundle content to their audiences with TV, Music, and other relevant content in addition to training and educational videos, as such these bundles can offer great avenues for revenues to Universities, Technical Institutes, and any other educational system.

## **Benefits to Small Businesses and Brands**

Small businesses and brands can truly amplify their reach with consumers. Brand association is then done with MEVIA, MEVIA brings video, TV, music, and safety to consumers in small business. MEVIA Amplify your reach with multiMEVIA experiences.

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For more details the full white paper:

[Mediamply® and MEVIA White Paper](#) from [Dr. Edwin Hernandez](#)