



# Live Stream at Scale to Global Audiences

M2A Media's cloud-native Live Streaming 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 power of the cloud.

When implemented with M2A Server Side Ad Insertion, M2A Live Streaming offers the best possible, and most comprehensive, monetisation and localisation solution for live video publishing. Our 24/7 London-based MCR gives security and assurance meaning that your live streaming and, ultimately, viewer satisfaction is protected at all times.



## How M2A Live Streaming Works





# Benefits of M2A Live Streaming

## Key Features

- **UHD 4K cloud workflows**
- **SCTE-35/104 ad signalling**
- **CMAF ultra low latency**
- **Multi-CDN support**
- **Live event scheduling**
- **Dynamic resource allocation**
- **Per event transcode profile**
- **Automated live to VOD**
- **VOD to live from playlists**
- **Full ADS integration**
- **Live performance monitors**
- **Web multiviewer**
- **24/7 operations in London MCR**

## Quality

Enhance audience experience with high-quality, low latency, low buffering live streams. Let your audience decide how and when they want to view your content. Use M2A's cloud-native Live Streaming to deliver across multiple devices and platforms.

Deliver 4K streams from the cloud.

Select best profiles for devices, with multiple bitrate ladders and HEVC.

Ensure peace of mind with fully end-to-end, resilient, live workflows and five 9 SLAs.

## Scale

M2A's dynamic auto scaling ensures your service can meet spikes in demand without any impact on Quality Of Service.

Localise and monetise your content with M2A Server Side Ad Insertion: serve customised content, be it adverts, promos, subtitles or audio, to different viewers depending on where they are in the world.

Autoscale instantly from hundreds to millions of viewers.

## Expertise

With over 40 years combined experience working for tier one broadcasters, M2A has collectively been responsible for some of the most innovative and highly respected advances in video technology.

M2A Live Streaming is trusted by global broadcasters and OTT platforms, including DAZN, BBC Studios, ITV, Channel 4 and Sony Crackle.

The M2A MCR operates 24/7 from our London headquarters. Our team of skilled media operators work hand in glove with our developers ensuring steady, secure and high-quality live services.



To learn more about **M2A Live Streaming**, visit <https://m2amedia.tv/live-streaming/>

