

Live Stream at Scale to Global Audiences

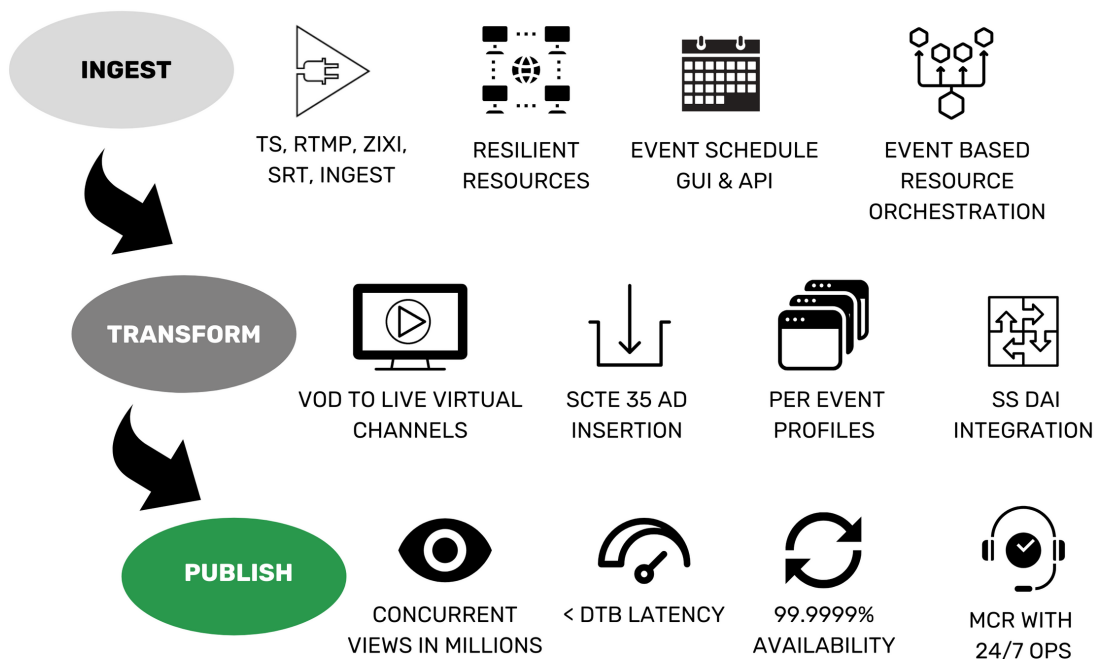


M2A LIVE

M2A LIVE 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 scale of public cloud.

Integrated with M2A Media's leading ad decisioning services M2A LIVE offers full featured Server Side Ad Insertion delivering the most comprehensive monetisation and localisation solutions for live video publishing. From scheduling to as-run reporting, we deliver solutions for both 24/7 channels and event-based live streaming. Our London-based 24/7 MCR gives security and assurance meaning that your live streams and, ultimately, viewer satisfaction are protected at all times.

HOW M2A LIVE WORKS



M2A LIVE

Technical Specification

MAIN FUNCTIONS

- SD, HD, 4K cloud workflows
- TS, RTMP, Zixi, SRT Ingest
- PAL/NTSC, to 60fps
- Live event scheduling
- Live event orchestration
- Dynamic resource allocation
- Per event transcode profiles
- Per event rewind window
- Dynamic manifests
- Full DRM & CENC support
- Multi-CDN support
- CC, Subtitle conversion
- Multi-track audio
- Automated live to VOD

SCALABLE, RELIABLE & FULLY SUPPORTED

- End-to-end resilience
- Runs hot/hot across AWS Regions
- 24/7 Operations in London MCR
- 99.999% stream availability
- Incident response and fix SLAs
- Pro-active monitoring
- 24/7 engineers on-call
- Scales to millions of concurrent views
- Per event scaling
- Hundreds of custom manifests
- Full event rewind
- Unlimited channels

ADVANCED FEATURES

- CMAF Ultra Low Latency
- Apple LL-HLS
- SCTE-35/104 ad signaling
- Full SSAI integration
- SCTE marker playlist triggering
- Regional variants by playlist
- Live switching by playlist
- VOD to Live virtual channels

INTEGRATION & USABILITY

- Secure web console
- RESTful APIs
- Automated resource management
- Live performance monitors
- Custom schedule integration
- Custom CMS integration



Learn more about **M2A LIVE**

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