



Combining the highest standards of live broadcast with the flex and security of cloud infrastructure, M2A LIVE delivers fully functional live video workflows on demand.

## Simplicity at scale

Live streams scaled and tailored for global audiences

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. M2A LIVE makes management of live streaming services simple with the market-leading M2A Console putting control in the hands of your operators.

With the option to include M2A Media's leading ad-decisioning services, M2A LIVE offers full Server Side Dynamic Content Insertion delivering the most comprehensive monetisation and localisation solutions for both 24/7 channels and event-based live streaming.

Our London-based MCR gives security and assurance meaning that your live streams and, ultimately, viewer satisfaction are protected at all times.

Trust M2A LIVE for your streaming needs. M2A LIVE regularly manages 3m+ concurrent views with ease with options for added redundancy and reliability.

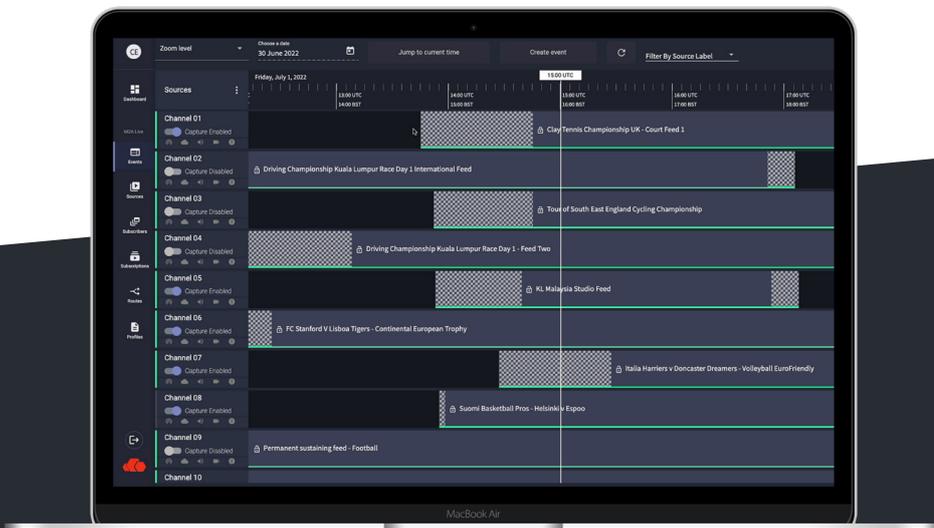
## Enrich the streaming experience with

ADD-ONS

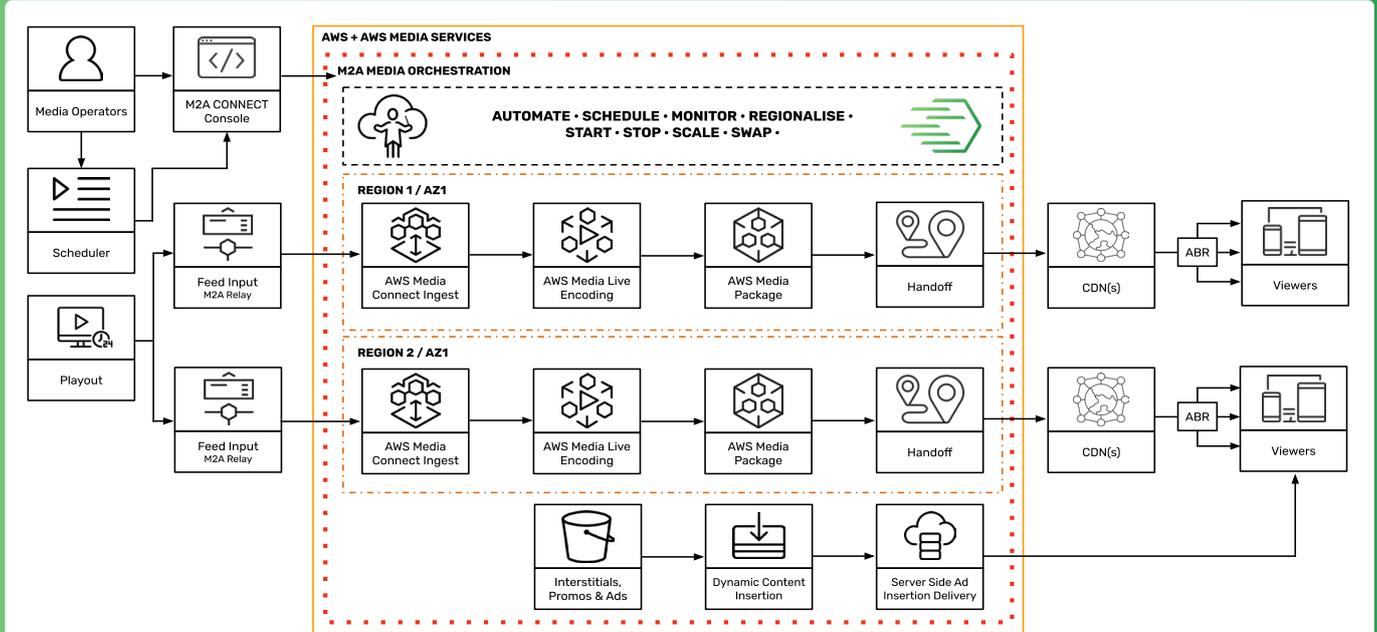
M2A LIVE customers can tailor services to their needs and budget with Add-ons including:

- › VOD-to-Live
- › Dynamic Content Insertion
- › Live Capture
- › 24/7 Operations

For more information and to download Add-on datasheets go to: [m2amedia.tv/m2a-live](https://m2amedia.tv/m2a-live)



# M2A LIVE Workflow



## Key Features

- › Dynamic cloud resource allocation and scaling to 3m+ concurrent views
- › SSAI integration for personalised output
- › Variant playlist insertions for localised output
- › Full DRM and CENC Support
- › Multi-CDN connectors
- › Multi-device, user-focused, truly scalable workflows on-demand
- › Event-level:
  - › Transcode profiles
  - › Rewind windows › Resilience
  - › Automated live to VOD
- › Full schedule automation and control
- › Closed Caption and Language add

## Operations and monitoring

- › 24/7 operations and engineering support
- › 99.999% stream availability
- › Incident response and fix SLAs
- › Scalable availability through N+m and multi-region resilience

## Input formats

- › SD, HD, UHD to 60fps
- › TS, RTMP, Zixi, SRT Input
- › Custom ABR Output,
- › CMAF Ultra Low Latency
- › Apple II-HLS
- › SCTE-35/104 signalling and control for ad/content insertion
- › RESTful APIs

M2A Media are proud to be working with:

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**FIBA**  
We Are Basketball

**BBC**

**DAZN**

**ATP MEDIA**

**\*Spark Sport**

**4i**

**Rakuten SPORTS**

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