



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.

ADD-ON

Dynamic Content Insertion

Localise and monetise the viewing experience



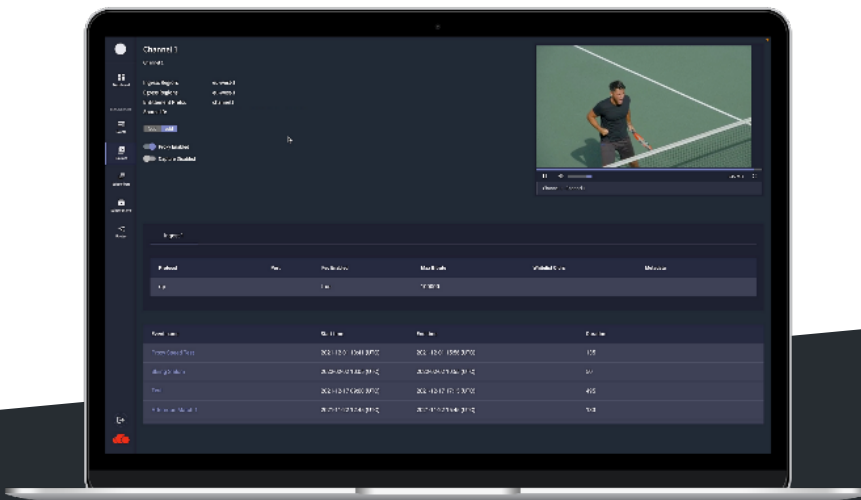
M2A LIVE is trusted by tier-one broadcasters, OTT platforms and sports rights holders to deliver reliable, low latency, highest quality live streams worldwide across any device using the flexibility and scale of public cloud.

Available as an add-on for M2A LIVE customers, Server-side Dynamic Content/Ad Insertion (DCI/DAI) provides a greater experience for streaming viewers. Triggered by SCTE-35 markers, DCI automates the process of content replacement in live video streams by

pulling content from sources such as a Digital Ads Provider.

DCI provides two key benefits. Localisation of content based on geography, audience segmentation, captions and audio language. The ability to create variations of one stream based on these characteristics enables media organisations to increase the monetisation of content by offering user-tailored live video streams. Equally, by using one source video stream, production costs are reduced due to content replacement occurring later in the workflow.

M2A LIVE's DCI Add-on makes your live video streams more immersive to viewers who feel more connected to the content as well as improving the attractiveness of your streaming service to ad buyers.



M2A Media are proud to be working with:



AWS tech partner | No upfront charges | Tiered usage packages available including unlimited use