



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

VOD-to-Live

Maximise your video assets



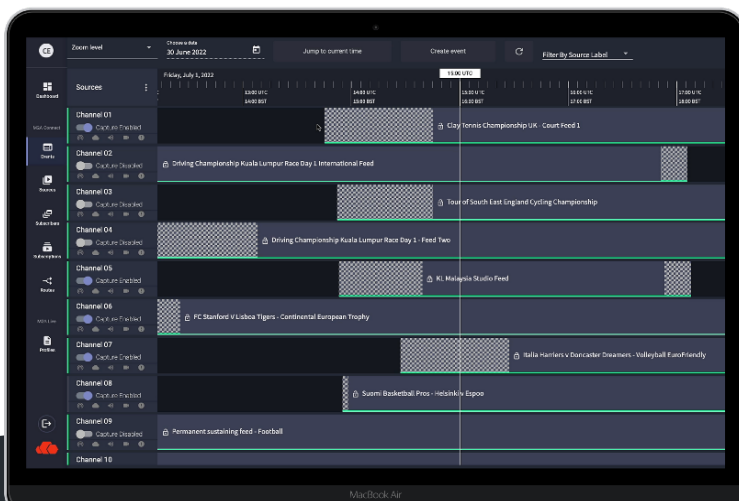
M2A LIVE is trusted by tier-one broadcasters, OTT platforms and sports rights holders to deliver reliable, low latency, highest quality live streams to millions of viewers worldwide across any device using the flexibility and scale of public cloud.

Available as an add-on for M2A LIVE customers, VOD-to-Live creates linear-like channels using existing VOD assets. VOD-to-Live can be used to create FAST, Pop-up or Direct-to-Consumer (D2C) services increasing the visibility of customer's brand and content.

A playlist can be created which combines the VOD content alongside integrated idents, stings, ads and more. The Add-on automates the playlist ingest alongside VOD assets creating a linear-like channel which conforms to a 24/7 channel.

The channel can be distributed directly to fans on a D2C basis utilising the M2A LIVE streaming product. In addition, the channel can be distributed using the cloud on a B2B basis to pay-TV and OTT platforms utilising the M2A CONNECT product. This provides two extremely reliable and effective methods for distribution globally.

VOD-to-Live provides customers with the ability to further monetise library footage and launch new content channels more quickly.



M2A Media are proud to be working with:



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



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