



M2A LIVE delivers reliable, low latency and broadcast-grade live streams consistently to millions of viewers across the globe.

Simplicity at scale

Live streams scaled and tailored to 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 global MCRs provide security and assurance, meaning that your live streams and viewer satisfaction are protected at all times.

Trust M2A LIVE for your direct-to-consumer streaming needs, proven to deliver a robust experience for billions of viewer hours across the globe.

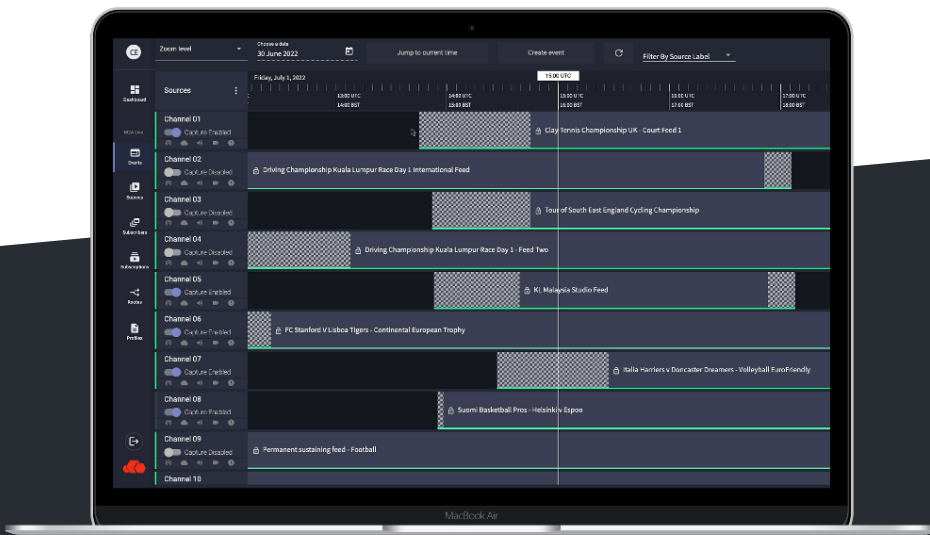
Enrich the streaming experience with

ADD-ONS

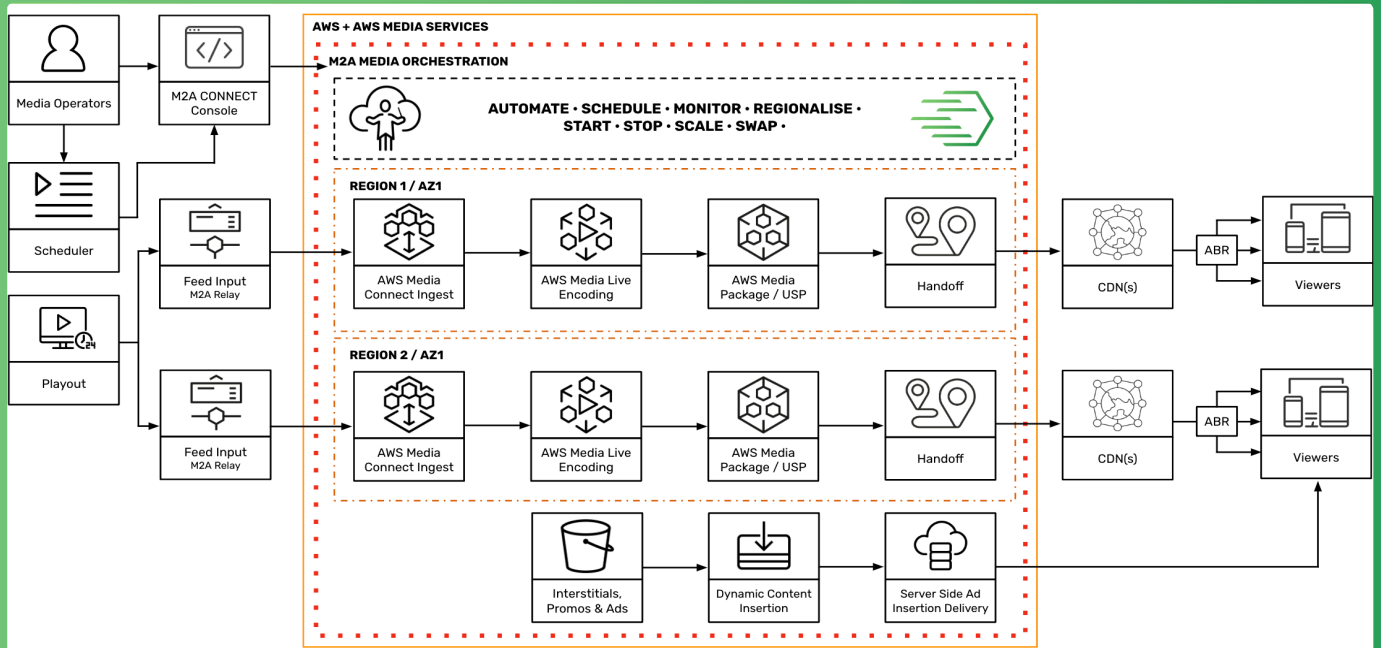
M2A LIVE customers can tailor services to their needs and budget with Add-ons including:

- Encoder-Based Ad Manipulation (EBAM)
- Dynamic Content Insertion
- ABR Capture/Live-to-VOD
- Capture Editor
- VOD-to-Live
- 24/7 Operations

For more information



M2A LIVE Workflow



Key Features

- › Dynamic cloud resource allocation and lifecycle management
- › Variant playlist insertions for localised output
- › Encoder-based ad/promo manipulation
- › 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
- › SCTE-35 driven actions and filtering
- › SSAI integration for personalised output

Operations and monitoring

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

Input formats

- › SD, HD, UHD to 60fps
- › TS, RTMP, Zixi, SRT, HLS, CDI/JPEG XS Input
- › Custom ABR Output
- › CMAF Ultra Low Latency
- › SCTE-35/104 signalling
- › RESTful APIs

M2A Media are proud to be working with:

britbox

FIBA
The Art Basketball

BBC

DAZN

ATP
MEDIA

UNIVERSAL TENNIS

ITV

itv

AWS tech partner | Tiered usage and pay-as-you-go packages available including unlimited use

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