



MediaPlatform®
On Demand



Branded
Portal



Seamless
Integration



Authorized
Viewers

MediaPlatform® On Demand – a Secure, Searchable Portal for all Your Video Assets

Make all your Video Assets Discoverable and Shareable by Only Authorized Viewers

MediaPlatform On Demand gives organizations a 'corporate YouTube' experience that lets them easily and efficiently use streaming media to improve corporate communications, enhance training and enable collaboration. On Demand is an intuitive, channel-based online video portal where employees can view, capture, search, manage, rate, and share streaming videos from anywhere via their desktop, tablet or smartphone.

A core part of the MediaPlatform offering, On Demand seamlessly integrates with MediaPlatform Webcaster for massively scalable, premium live webcasting; and MediaPlatform Edge eCDN edge caching and prepositioning nodes.

Key applications include:

- Unifying video recordings from multiple, siloed systems and services into a single repository for company-wide classification, discovery and sharing;
- Knowledge sharing by empowering subject matter experts with video content creation and publishing capabilities;
- Self-paced online learning to streamline employee and sales onboarding, new process and technology training, skills enhancement and development
- Inclusion of video with intranet, CRM and Learning Management System content and programs;

Features and Benefits

Brandable portal – MediaPlatform On Demand can be customized to reflect corporate, campaign or meeting branding

Ingest and capture – MediaPlatform On Demand supports bulk file uploads, video capture from webcams, video embeds, links to Webcaster live videos and video upload from mobile devices

Searchable audio transcripts – Automated speech-to-text and live closed captioning enhance discoverability for employees to enhance usage and adoption

Content Display – Categories, channels, thumbnails provide intuitive guidelines that enable viewers to easily locate, organize and share relevant content

Live Webcast Access – Live events in MediaPlatform Webcaster are accessible through the On Demand portal

URL-based Video Sharing – Video links in On Demand replace the need to share large video files via bulky, storage-intensive file sharing applications

Bandwidth-efficient Video Delivery – Optimize bandwidth using smart edge caching, content prepositioning and bandwidth throttling via integration with MediaPlatform Edge eCDN nodes

Video asset governance – Content review and approval workflows, viewing, creation and admin permissions, content expiration rules

Analytics – System-wide statistics show most viewed videos, top contributors, viewers by video, average viewing length, and viewer characteristics such as devices, browsers and geographic location

RESTful APIs – API integration enables massive video libraries to be surfaced through corporate intranets, websites, learning management systems and other enterprise application platforms

Video File Import

Bulk File Import	Via HTTP
Video Embed	
Live Events	URLs from Webcaster events
Upload video from mobile devices	Apple iPhone, iPad
Upload UC recordings	Webex

Streaming Protocols

HLS (HTTP streaming)
Adaptive Bit Rate (ABR)
RTMP
RTMFP
MP4 pseudo-streaming
HDS
Dash (MPEG or other)
RTSP

Deployment Options

On-Premises	Software (VM)
Cloud - Single Tenant	
Cloud - Multi-Tenant	

Licensing

On Demand Enterprise Edition	Multi-annual price
On Demand Professional Edition	Multi-annual price
Max Concurrent Audience (up to 40K+)	Per User

Product Specifications

On Demand is a fully customizable, browser-based social video platform for managing live and on-demand video content that centralizes where employees and partners can search, view, manage, rate and share streaming video through an intuitive, channel-based interface. Media can be added to Portal via upload, webcam, URL, embed code and MediaPlatform Webcaster. Portal provides built-in transcoding and enables streaming to desktop, tablet and mobile devices.

Enterprise Edition : Includes Portal branding. 2 TB Monthly Bandwidth and Storage.

Professional Edition: Includes 500 GB Monthly Bandwidth and Storage.