



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 repositioning 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.