



**MediaPlatform®
Broadcaster**



**Executive
Messaging**



**Training &
Development**



**Employee
Communication**

MediaPlatform® Broadcaster – Convert Webcasts into Dynamic Experiences

*Built-in Professional Media Production Gives
Event Producers New Ways to Engage, Include
and Stimulate Live Audiences*

MediaPlatform Broadcaster is a platform built exclusively for the unique requirements of business broadcasting. Businesses, not unlike their media counterparts, make significant investments in live broadcasts with a specific ROI in mind: to deliver credible, premium content that captivates and inspires employees, partners and prospects. Broadcaster’s new content creation capabilities let companies take live webcasts to new levels, enabling producers to build nearly unlimited webcast templates that they can use to switch – during events – between video, images and interactive elements. The result is an endless variety of dynamic experiences that event producers can use to keep viewers on the edge of their screens.

Key applications include:

- Media-Grade Live Event Production – Professionally produce high-impact events like CEO Town Halls, Technical Symposia, User Groups and more. Broadcaster gives you the power to

create templates, switch between video and speakers, add overlays and visual elements – all from your browser, without video professional mixing equipment or skills;

- Remote Guest Inclusion – Broadcaster lets you add interest and energy to every live webcast by patching in experts, customers and employees located literally anywhere on the globe. With Broadcaster, you can use the video conferencing equipment and services you already own as high-quality video sources, using virtual meeting room capabilities for multi-speaker views;
- Video Content Intelligence – Broadcaster gives you a new way to measure the success of your live events by letting audience members record their reactions to the actual information being presented. Working with MediaPlatform’s Event Success Dashboard, it’s a powerful new way to engage online viewers and to track how employees are reacting to key initiatives;
- Business Unit Analytics – Broadcaster works with MediaPlatform’s industry-leading analytics to give key enterprise video stakeholders tangible and actionable information. Event producers can see viewers and webcast quality in real time. Executives and Corporate Communications teams can measure audience feedback immediately without waiting for post-event surveys. IT and Network Operations teams can track video delivery in real time to proactively remedy network issues or analyze post-event data to detect network weaknesses.

Features and Benefits

Self-service Webcasting: The Broadcaster Control Room gives event producers all the resources they need to create, launch and manage a live webcast. They can Create New Events with elements such as login requirements/passwords, Create Themes to customize event branding and Add Smartpath to select network resources for upcoming events.

Dynamic Templates: Broadcaster lets event producers unleash their multimedia creativity using a simple, widget-based template structure that lets them arrange, overlay and resize elements – including video, slides, images, sentiment widgets, Q&A and more - during live webcasts. Templates can be set up in advance and sequenced as desired.

Premium Video Sources: Broadcast-quality video starts at the source. Broadcaster accepts premium video sources and resolutions, from encoders to HD cameras. Broadcaster also allows producers to easily bring remote speakers into live webcast via integration with any SIP-based video conferencing end point or bridge, as well as UC platforms such as Skype for Business and Webex.

Cloud Transcoding: Send a single, high-quality stream to Broadcaster for automated, cloud-based transcoding into multiple formats, resolutions and data rates. Broadcaster leverages Adaptive Bit Rate stream delivery to ensure that audiences receive the highest quality video possible based on player-based device and available network bandwidth detection.

Audience Sentiment Analytics: Monitor – live – how the presenter information is being positively or negatively received by audiences. Insert Broadcaster’s sentiment widget to give audiences an intuitive voting scale to weigh in throughout an event, or only when key issues arise. Collect data across presentations for post-event analysis and comparison via the Event Success Dashboard.

Delivery Assurance: Broadcaster and Smartpath work with MediaPlatform’s network QoS analytics platform – VBI – to give IT and Network Operations the ability to see – in real time – how video streams are being delivered across their corporate networks. VBI collects massive amounts of data for each webcast and visualizes key performance data in an intuitive, graphical dashboard that spotlights delivery problems so that event admins can pinpoint the cause and take corrective action.

NextGen Architecture: In Broadcaster, MediaPlatform carried over the strengths of our Broadcaster platform – reliability, scalability, technology-agnostic delivery and real-time analytics – onto a new and modern highly scalable container-based, microservices architecture that taps the elasticity and resilience of AWS cloud hosting services. Its sleek, modern HTML5 UI allows our customers to unleash their production creativity using a widget-based, dynamic live event capabilities.

Video Ingest	
Encoders	Any standards-based
Video Conferencing Endpoints	Any SIP-based (Zoom, Pexip, Cisco, Polycom etc)
Unified Communications Sources	Microsoft Skype for Business, Cisco Webex

Delivery Integrations	
MediaPlatform Edge	Enterprise Content Delivery Network
CloudFront	Content Delivery Network
Ramp	HLS Multicast
Kollective	Peering
Hive	Peering
Peer5	WebRTC Peering

Deployment Options	
Cloud - Single Tenant	Software (VM)
Cloud - Multi-Tenant	

Licensing	
Broadcaster Enterprise Edition (>2500 Employees) Base Fee	Multi-annual price
Broadcaster Platform, Professional Edition (<2500 Employees) Base Fee	Multi-annual price
Concurrent Users 1-2,500 Concurrent Users 2,501-5,000 Concurrent Users 5,001-10,000 Concurrent Users 10,001-25,000 Concurrent Users 25,001-40,000 Concurrent Users 40,001+	Per User

Product Specifications
Broadcaster is a modern, HTML5 platform that allows companies to deliver massively scalable live, internal webcasts with a responsive design that resizes for producers, presenters and audiences using any platform or mobile device. Broadcaster’s intuitive interface provides dynamic template design capabilities, allowing event producers to brand and customize webcasts with drag and drop simplicity.
Includes: Network Optimization Analysis and 2 TB monthly streaming, storage and transfer fees (overages billed at \$0.35 per GB).