MediaPlatform® Autocaster

Unprecedented Automation

Scale & Flexibility

Corporate Video Producers

MediaPlatform® Autocaster – Automated Webcast Replay

Pre-produce all elements of a "live" webcast and schedule multiple automated webcast replays as live 'autocast' events

MediaPlatform Autocaster allows enterprise video production teams to pre-produce all aspects of webcasts to reduce talent and resource bottlenecks, to reduce live event points of failure (e.g. 'autocasts' are encoderless), and to engage additional audiences by repurposing recorded video as the centerpiece of a dynamic live audience experience. When you 'autocast,' your events are live webcast replays that launch at a pre-scheduled time, that capture analytics for the unique viewers for each event, and that can include live, real-time audience engagement tools.

Key benefits include:

Scale Your Team: Autocaster gives you the power to significantly increase your live event output without increasing headcount or buying additional equipment. Automatically schedule multiple simultaneous live events, customize each live event with regional (time zones and multi-lingual closed captions) or audience-specific (titles and other metadata), and support new applications – such as training and marketing. Autocaster lets you collect analytics and viewer data for each event.

Webcast Scheduling Automation: Much like television broadcast automation, Autocaster lets corporate video production teams pre-schedule the start and playout times of their content for sophisticated around-the-clock programming that doesn't require manual intervention. Producers can keep an eye on the KPIs for any event via consolidated event monitoring for both 'autocasts' and Broadcaster live webcast programming.

Pre-Produce Live Webcasts: Autocaster eliminates live production snafus by allowing event producers to fully produce important live webcasts prior to broadcasting them. Producers can record experts and guest speakers when they are available, and fully produce (or retake) event video – and encode it ahead of time. Producers can 'dry run' the complete audience experience – from lobby to event layouts to video delivery - prior to the actual live audience webcast.

Centralized Webcast Monitoring: Autocaster gives video producers a single, consolidated dashboard where they can monitor any number of Autocaster live events along with live Broadcaster webcasts. In this way, producers who used to be confined to producing a single live webcast at a time can now launch and monitor dozens of Autocaster live events while producing the live webcast.

Features and Benefits

Complete Webcast Pre-Production: Producers can create a complete live webcast, leveraging Broadcaster's dynamic template creation capabilities, multimedia components – from video to images and interactive elements such as Q&A, polls and surveys, along with custom viewer registration and lobby and exit pages – and including all aspects of video delivery leveraging eCDNs, CDNs and edge caching devices, as a fully produced, end-to-end webcast. Autocaster takes these events and allows them to be edited, approved, customized and pre-scheduled to be run as test events – or as new events with new different viewers – at a given time or as part of a programming lineup.

Pre-Recorded Videos as Your Source: With Autocaster, video production teams can now fully produce their video content and upload the completed MP4 video file to serve as the source for the Autocaster replay. Autocaster customers can also take advantage of the same pre-produced, encoderless video production workflow with their Broadcaster live events.

Automated Rebroadcasting: Producers can repurpose completed webcasts to start and run automatically at a

scheduled date and time for a new audience. The event's video will play automatically, and the audience will experience layout and component changes automatically as if a producer was controlling the event.

Live Webcast Analytics: Audiences register and participate in Autocaster events in the same way they would a Broadcaster webcast. Viewers enter the event lobby and view all aspects of the event as it happened live (video, slides, polls, sentiment voting and layout changes). Autocaster integrates with MediaPlatform's Event Success Dashboard to provide next-level analytics that enable organizations to clearly understand how live streams are being delivered to users across internal networks, timeline-based dynamic sentiment voting scores, quality of service roll-up scores and much more.

Event Monitoring: Autocaster producers can access a single, consolidated dashboard that allows them to monitor the quality of any Autocaster event or Broadcaster live webcast as they are happening. Per event quality of experience analytics and network delivery scores assure producers that every 'autocast' and live webcast in their global programming lineup is performing optimally.

Metadata Editing : Producers can customize each Autocaster event by editing the metadata brought over from the original Broadcaster parent webcast. This allows producers to customize events for new audiences with new titles, descriptions, registration methods,ACL and video distribution rule sets (specifying the network, bandwidth, and failover rules) captured in MediaPlatform's Smartpath intelligent video distribution technology.

Distribution Intelligence : Autocaster leverages MediaPlatform's Industry leading video delivery technology and integrations to ensure mass audience video delivery at the highest possible quality. MediaPlatform's Smartpath technology leverages third-party eCDNs - including the new Microsoft eCDN – along with MediaPlatform Edge caching devices in a highly redundant failover rule set that ensures that each viewer receives the best quality video stream for their device and bandwidth.

Table 1: Video Ingest	
Pre-Recorded Video	MP4 file upload

Table 2: Video delivery Integrations (turnkey)	
MediaPlatform Edge	Enterprise Content Delivery Network
Microsoft eCDN	WebRTC Peering
Akamai	Content Delivery Network
Ramp	HLS Multicast

Table 3: Deployment Options
Cloud - Multi-tenant

Table 4: Licensing	
Autocaster Early Adopter Program	Multi-annual price
Two Concurrent Events	*Note: Audience concurrency size set in Broadcaster

Table 5: Storage Streaming, Maintenance and Support
Basic Technical Support
Maintenance and Support
Includes: Network Optimization Analysis and 2 TB monthly streaming, storage and transfer fees (overages billed at $0.35 per GB).

Table 6: Product Description
MediaPlatform Autocaster allows for scheduled webcasting of pre-recorded and configured live webcasts. The pre-configuration includes layout changes, slide changes and other features that would be included in a Broadcaster live event. An 'autocast' is a live webcast that plays out at a pre-scheduled time, that captures analytics for those viewing the event, and that can include live, real-time audience engagement tools. Autocaster lets video production teams significantly increase their output without adding staff or equipment, to avert live event points of failure points (such as encoders or bridges), and to centrally monitor all of their live broadcasts and 'autocasts' simultaneously.
Includes: Network Optimization Analysis and 2 TB monthly streaming, storage and transfer fees (overages billed at $0.35 per GB).