



# Media Services

## Built for TV Broadcasters

In the broadcasting business, there's an increasing pressure to deliver more content across more channels from more sources with fewer resources than ever before. Leverage the digital craze of modern day content consumption, whether you are a TV producer or a media broadcasting company providing news, entertainment, sports, culture or religious video content, it's time to cut the cords on traditional cable and broadcast video content more freely.

**Is your private satellite channel spending incredible amounts of money to get the highest percentage of audiences' shares? Are advertisement expenditures never really covering your operational costs?**

LDC's advanced media services enable organization to diversify offerings to OTT, on-demand and live streaming options to support you in meeting audiences wherever they are. Retain existing subscribers as they move towards digital sources for entertainment and learning, whilst acquiring a new age of customers as they discover the OTT arena.

### Your Video Content, Our Powerful Tools

Give your viewers the experience they expect, with zero development time. Build, manage, publish, distribute, monetize and analyze your video content with LDC's Media Platform Builder. Harness the power of scalable, secure and flexible videostreaming in a matter of days. From selecting your desired monetization workflows, to branding your own platform.

### The LDC Guarantee



#### Powerful Technology Platforms

All our services and solutions are built on robust infrastructure, hosted in highly secure environments. At LDC we only partner up with the world's most powerful technology providers, using the best in-class technology stacks.



#### Customer-Led Infrastructure Designs

We provide expert professional services, as cloud innovation advocates, trusted technology advisors and infrastructure specialists we are able to tailor, develop and service complex systems and structures in the way that best suits your unique business needs.



#### 24/7 Dedicated Expert Support

We offer dedicated support services around the clock, rest assured you will receive technical assistance anytime you need it via multiple reach out channels as well as, through dedicated expert teams assigned to your specific project.



# The benefits of your media business adapting to changing viewer expectations.

## 1. Increase retention & revenues

Increase viewer retention rates by providing more enjoyable, convenient and accessible viewer experiences and fulfill consumers' growing expectations of viewing content anywhere, anytime across any device. Use the monetization model that gives consumers exactly what they want and provide your business with a new guaranteed recurring revenue stream.

## 2. Deliver video content quickly at scale

Keep your business running smoothly against unpredictable demand for your video content. Demand for video content can fluctuate in a matter of days, LDC's media platform enables your business to quickly scale up or down to accommodate market demand is crucial in ensuring a successful battle against downtime.

## 3. Measure content success using powerful analytics

Collect more data regarding consumer preferences and learn about your audiences' interactions with your video content to optimize and personalize your programs based on real insights and user behaviour.

## Features

<b>Live Streaming Capabilities</b>	Stream in HD Quality and extend your reach across the globe with zero buffer time.
<b>Video On-Demand (VOD)</b>	Upload and distribute an unlimited amount of online and offline video content in minutes across the globe.
<b>Adaptive Quality Streaming</b>	Deliver a sublime streaming experience with adaptive bitrate streaming, ensuring high quality streaming and zero buffering time across all devices.
<b>Video CMS</b>	Upload, manage and distribute your video content easily using custom layouts, drag and drop functionality and simple publishing tools.
<b>Device Compatibility</b>	Thanks to powerful mobile and tablet optimization users can manage, view and navigate your video platform on any device with ease.
<b>Data Analytics</b>	Discover content insights using cognitive data services and Google analytics integrations from within your admin dashboard.
<b>Monetization Capabilities</b>	Whether it's SVOD, AVOD and/or TVOD. Select the monetization strategy that best suits your business needs.
<b>Full Customization</b>	Power your platform with your branding with 100% flexibility in customization, be it through the application itself or with our dedicated teams.

## About LDC

A cloud innovation specialist and renowned managed services provider (MSP) leading successful cloud journeys in the Middle East since 1980. Partners with the world's top technology platforms, LDC is home to certified technology experts and infrastructure specialists with 100+ years of combined regional and local experience.

