

Your Media Factory

Everyone wants first-to-market video content at the highest quality and lowest cost. Are you ready to keep up? The Ooyala Flex Media Platform can help. It unlocks the content supply chain, extends the lifespan of your video, and revolutionizes how you produce, distribute and monetize it all.

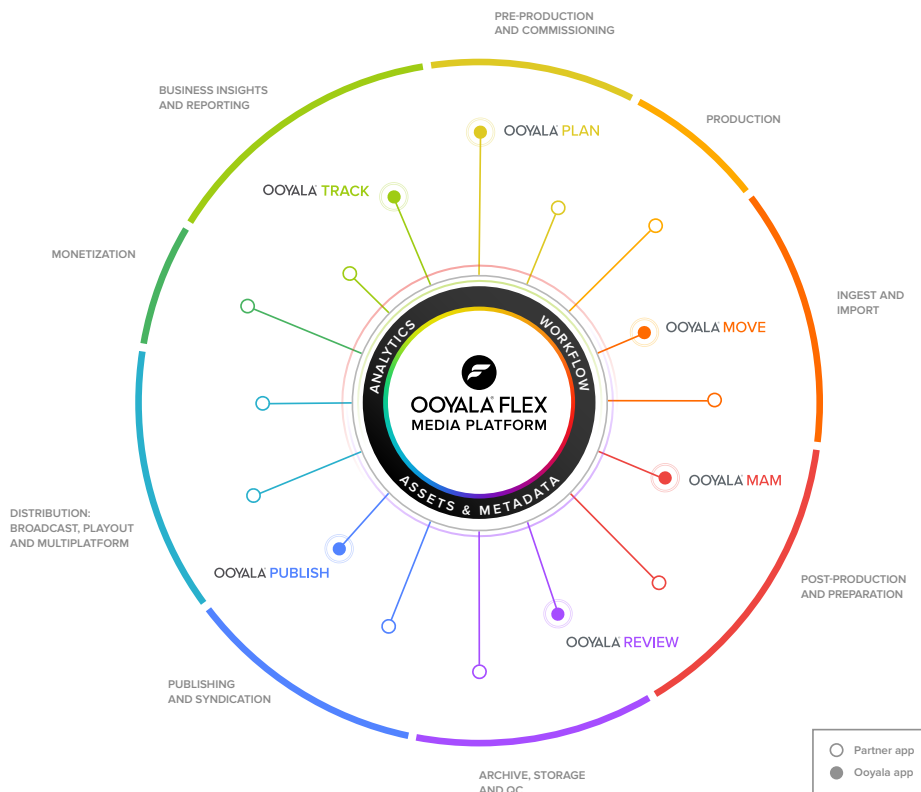
MEET TODAY'S MULTI-PLATFORM CONTENT DELIVERY DEMANDS

Your content supply chain simply has to deliver on all platforms for today's "always-on" audiences. Whether you create, aggregate or distribute content, whether you're digital-first or linear, you need to orchestrate acquisition and processing with full efficiency. That's how you **deliver more engaging content to more channels in less time and at less cost.**

The Ooyala Flex Media Platform is built to do just that. It serves every stage of the supply chain from pre-production to delivery, with full data insights and reporting. It's built on three pillars: flexible and configurable workflows, rich business-led assets and metadata, and powerful data-driven analytics. It automates processes across your entire content lifecycle, so you cut costs and add revenues.

KEY BENEFITS

- ◆ Boost your speed to market
- ◆ Unblock your content supply chain to open up new revenue opportunities
- ◆ Configurable and extensible, so it changes with your needs
- ◆ Unrivalled custom workflow orchestration
- ◆ Powerful asset management and the most sophisticated metadata on the market
- ◆ Integrates via public APIs and SDKs
- ◆ Reduces manual work so your team can focus on content production
- ◆ Drives down the total cost of ownership



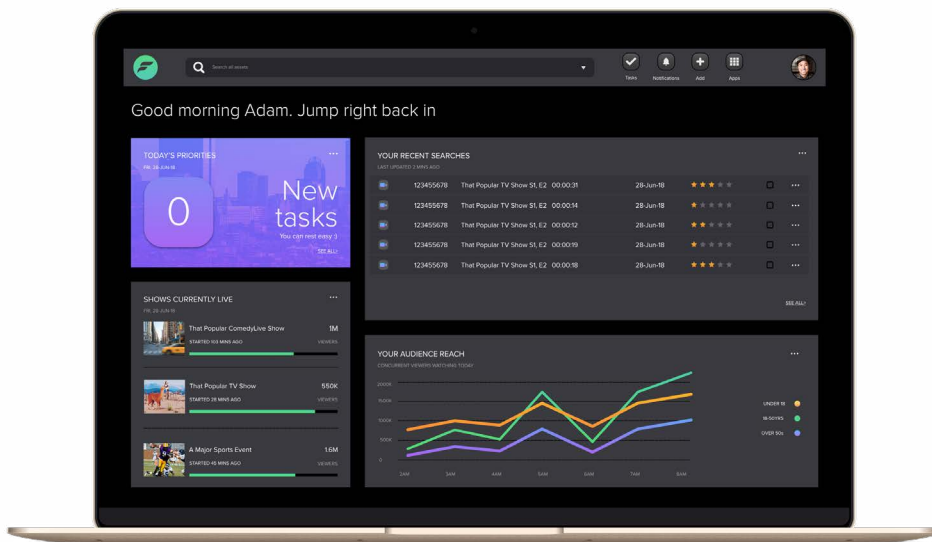
More content, more channels, less time, lower cost.

TRANSFORM YOUR CONTENT SUPPLY CHAIN

The Ooyala Flex Media Platform begins with Ooyala-branded applications that support key parts of the supply chain. Then it adds multiple third-party integrations for extra functionality. You can configure the platform to solve even the most complex or siloed supply chain issues:

- ◆ **Content Production:** Manage, integrate and orchestrate your content pipeline
- ◆ **Content Distribution:** Deliver engaging content to each and every channel
- ◆ **Intelligent Archive:** Use artificial intelligence and automation to increase revenue from your content archive

Ooyala applications unlock and streamline value chain stages like acquisition with **OoyalaMOVE**, asset management with **OoyalaMAM**, approval workflows with **OoyalaREVIEW**, publishing and syndication capabilities with **OoyalaPUBLISH** and, linear and multi-platform delivery. Obtain real-time data from every stage of the production and distribution process with **OoyalaTRACK** and gain solid business insights from the platform's reporting capabilities. And to complement this impressive stack, we work closely with Microsoft, Google Cloud Platform, Avid, Oracle Telestream, Interra, AWS, Brightcove and other best-of-breed technology partners to build powerful integrations that seamlessly connect your supply chain.



The Ooyala Flex Media Platform makes the most of your existing technology investments. Manage it all yourself or with Ooyala's help.

The Ooyala Flex Media Platform can be hosted on premise or in the cloud, on your own data center or Ooyala's. It can also be deployed on a hybrid architecture to give you budget flexibility.

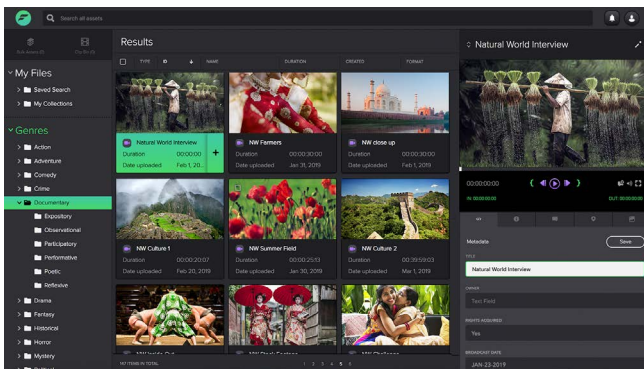
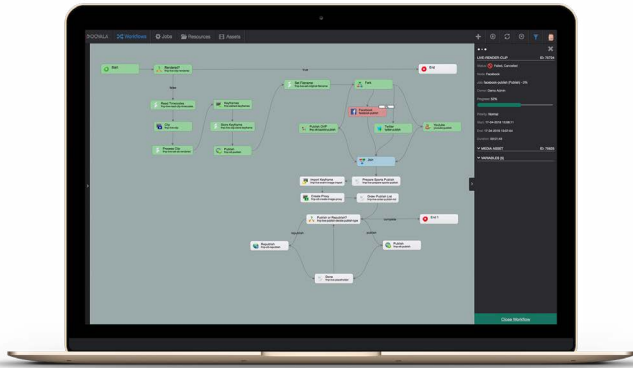
Regain control and visibility across your entire content value chain.

JOIN THE REVOLUTION

The Ooyala Flex Media Platform in action

More than 300 media and enterprise organizations trust Ooyala to modernize and streamline their content supply chain with the Ooyala Flex Media Platform.

- ◆ A major European sports broadcaster uses the Ooyala Flex Media Platform to deliver soccer highlights to multiple license partners worldwide within minutes, despite a thicket of license rights and demanding SLAs.
- ◆ A global post-production company has reduced delivery times 85% by automating workflows and eliminating human errors and redundancy.
- ◆ An Australian sports league has increased fan engagement by doubling the amount of content it produces and delivers with the Ooyala Flex Media Platform. The result: website subscribers are up 60%, and the number of live match stream subscribers is up 95% year-on-year.
- ◆ A global media and entertainment brand cut its VOD content processing time from 3 weeks to 3 days, smashing its ROI projections. They now plan to grow content distribution to even more licensees and wider audiences.



It's finally easy to onboard new partners, offer new services and deliver new digital viewing experiences. It's time to really connect with your partners and your consumers. It's time to change the way you run your media business. Join the connected content supply chain revolution with the **Ooyala Flex Media Platform** — your media factory.



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Ooyala's flexible and configurable content supply chain platform resolves the multi platform delivery needs of today's content creators and distributors. The Ooyala Flex Media Platform has become the media factory of choice for innovative content owners worldwide. It orchestrates thousands of video workflows, manages assets and metadata across multiple systems, and analyzes bottlenecks within the entire content supply chain. The Platform utilizes open APIs to integrate with existing systems to provide a single source of truth for media, entertainment and sports companies. For more information, visit www.ooyala.com. For inquiries, contact us or email sales@ooyala.com.