

Mobilizing 'TV Everywhere'

Submitted by Guest (not verified) on Wed, 05/18/2011 - 9:44am Azuki



MSOs face the prospect of declining subscriptions and lost VoD revenue without direct and rapid service expansion to mobile devices as consumers seek service alternatives. The Azuki Media Everywhere delivery solution provides:

- Low-cost, highly-scalable media distribution over advanced CDNs
- Support for all major mobile operating systems far beyond the homogenous world of STBs and PCs
- Strong end-to-end DRM protection using a single interface for all major smartphones and tablets
- Common workflow and interfaces compatible with existing first- and second-screen deployments
- Common billing and authentication interfaces
- Support for video markers and session shifting
- Transcoding and service mediation for all major device types, bit rates, and bandwidths
- Seamless handoff between 3G, 4G, and WiFi networks that preserves the user experience

With the Azuki Media Everywhere solution, MSOs can rapidly overcome the challenges associated with mobile content extension and reach mobile consumers

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<http://www.wirelessweek.com/white-papers/2011/05/mobilizing-%E2%80%98tv-everywhere%E2%80%99>