



Reach for the Clouds - a Lesson from e-Sports

Andreas Jacobi – make.tv

IP SHOWCASE THEATRE AT IBC – SEPT. 14-18, 2018





Make.TV creates technology and solutions that open pathways for local live video to be created and shared between content creators, producers, programmers and advertisers with scale, speed and relevance previously not possible.

Key Facts:

- incorporated Make.TV Inc. September 2016 (Streaming Media Technologies GmbH, founded 2010, is the German entity)
- privately held
- Series A was \$8.5m
- Offices in Seattle (HQ), Los Angeles (sales lead) and Cologne, Germany (engineering & customer support)

Team:

- Andreas Jacobi (Co-Founder and CEO)
- Joa Ebert (CTO)
- Joseph Hopkins (CRO)
- Tricia Iboshi (COO)
- Georg Lenzen (Co-Founder and VP Product)
- André Schnitzler (Co-Founder)

Investors include:

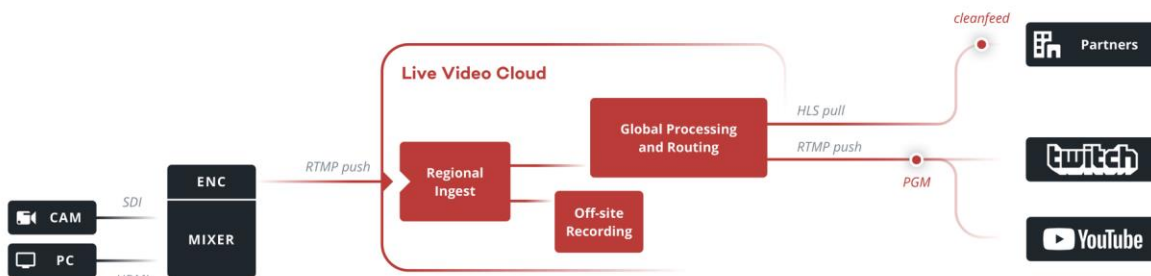
Microsoft Ventures, Voyager Capital, Vulcan Capital, Arnold Ventures, German High-Tech Gründerfonds (HTGF), MediaVentures, Wellen+Nöthen Ventures and Dimensional Ventures

Customers include:

ESL (the largest Esports broadcaster) and DreamHack (the world's largest eSports festival), BAMTech/MLB, FOX Sports Brasil, Viacom, NBC Universal, Warner Bros. RTLII (German channel), SWR (regional TV in Germany),

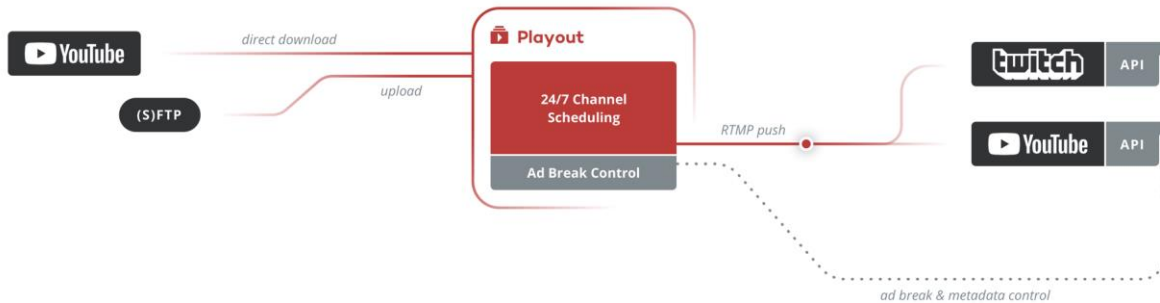


Live Signal Distribution:
How ESL distributes PGM signals and cleanfeeds to millions of viewers and sub-production houses.





Online TV channels for a diversified audience: How ESL rapidly increased global brand reach and monetization by utilizing owned content.



Benefit from our cloud-based infrastructure for live video workflows.



Fast

Get relevant content as it happens.

News
SRF · RTL2 · BR · SWR



Flexible

Decentralize and scale productions.

Sports
MLB · FOX Sports · PlayOn!



Connective

Activate and enable audience participation.

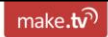
Entertainment
Viacom Int. · NBCUniversal



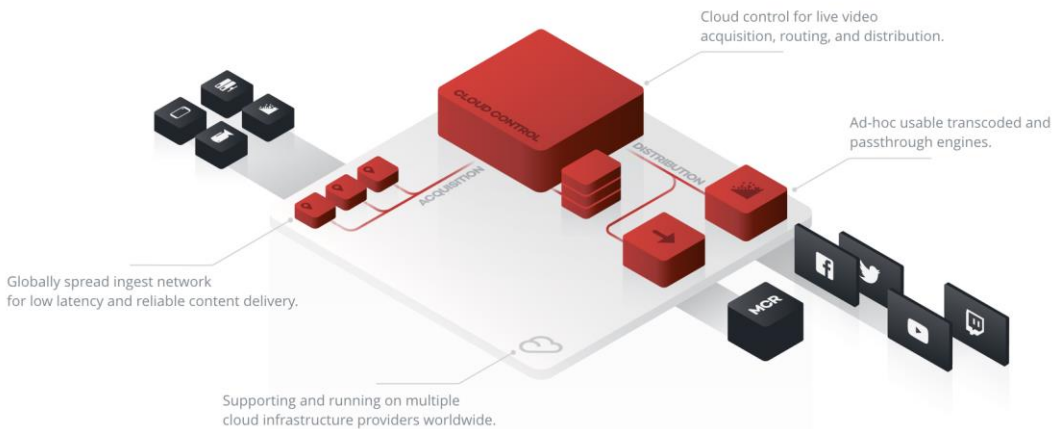
Scalable

Extend brand reach and monetization.

Esports
Warner Bros. · ESL · DreamHack



Designed for evolving needs. Running on Azure, AWS, and Google Cloud.

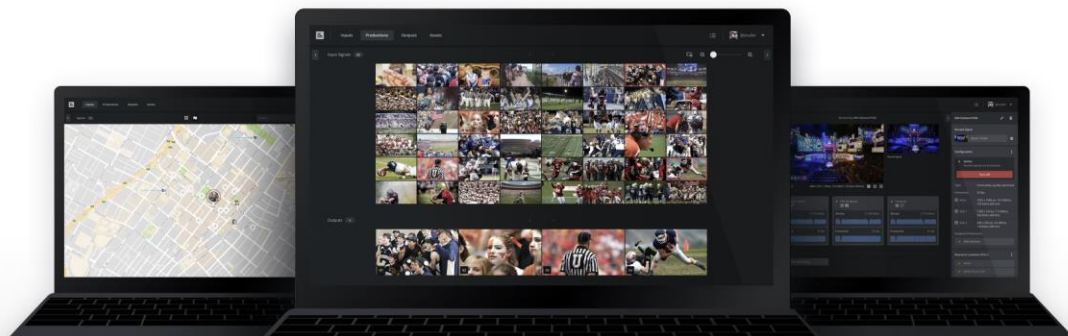


Live Video Cloud Cloud control for live video.

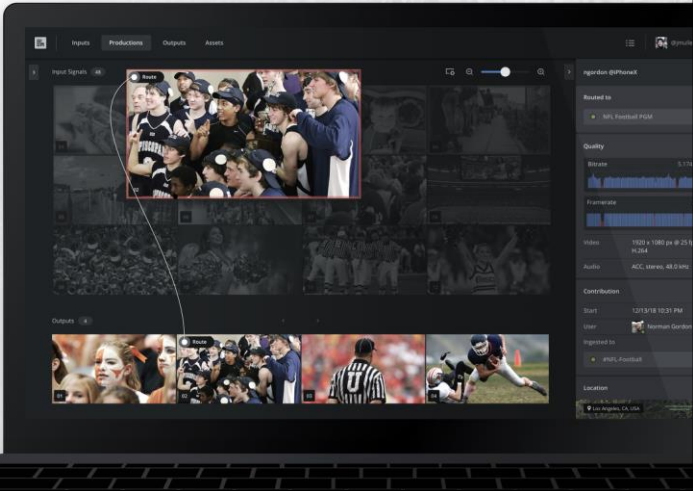
Acquire unlimited concurrent live feeds from professional cameras, encoders, mobiles, drones, and online sources.

Curate and route live signals within a continuous playback multi-view to unlimited outputs and allocate content wherever you need it to be.

Distribute live signals simultaneously to unlimited destinations online and to traditional broadcast infrastructure.



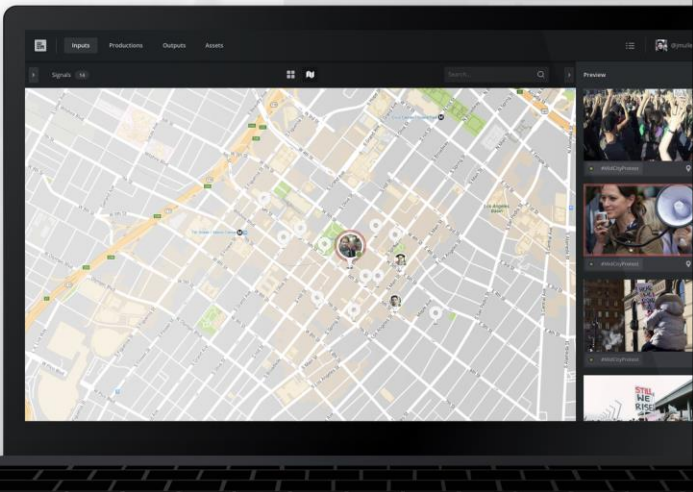
Live content curation at scale. Discover, qualify, and route.



User Story

- receive live signals from mobile apps/browsers, pro-cameras, encoders, or drones
- monitor up to 48 signals in a continuous playback multi-view
- qualify content for distribution via timecode-based switching or latency optimized routing
- deliver selected feeds to up to 10 destinations per output with an unlimited number of outputs

Live and near-live content acquisition. Receive, screen, and use.



User Story

- receive live signals from mobile reporters and citizen journalists via mobile apps/browsers or pro-cameras and encoders
- filter and explore sources by configured inputs and location
- route qualified content to, e.g., newsrooms, mixers or directly to social
- access and allocate recordings from the first minute for usage in other systems via timecode-based segment transfer

Signal connection health monitoring. Route, distribute, and supervise.

User Story

- route ingested signals via passthrough or multi-bitrate transcoding
- reach up to 10 destinations per output
- control and monitor signal connections for each destination

Asset and segment transfer of recorded streams. Filter, trim, and allocate.

User Story

- filter recordings by metadata such as creation date, length, or contributor
- access completed and on-going recordings (growing files) for screening
- transfer files or selected timecode segments to third-party storages or local machines



Thank You!

Andreas Jacobi – make.tv

IP SHOWCASE THEATRE AT IBC – SEPT. 14-18, 2018