



Broadcast Equivalent Latency

In the age of Direct-to-Consumer streaming

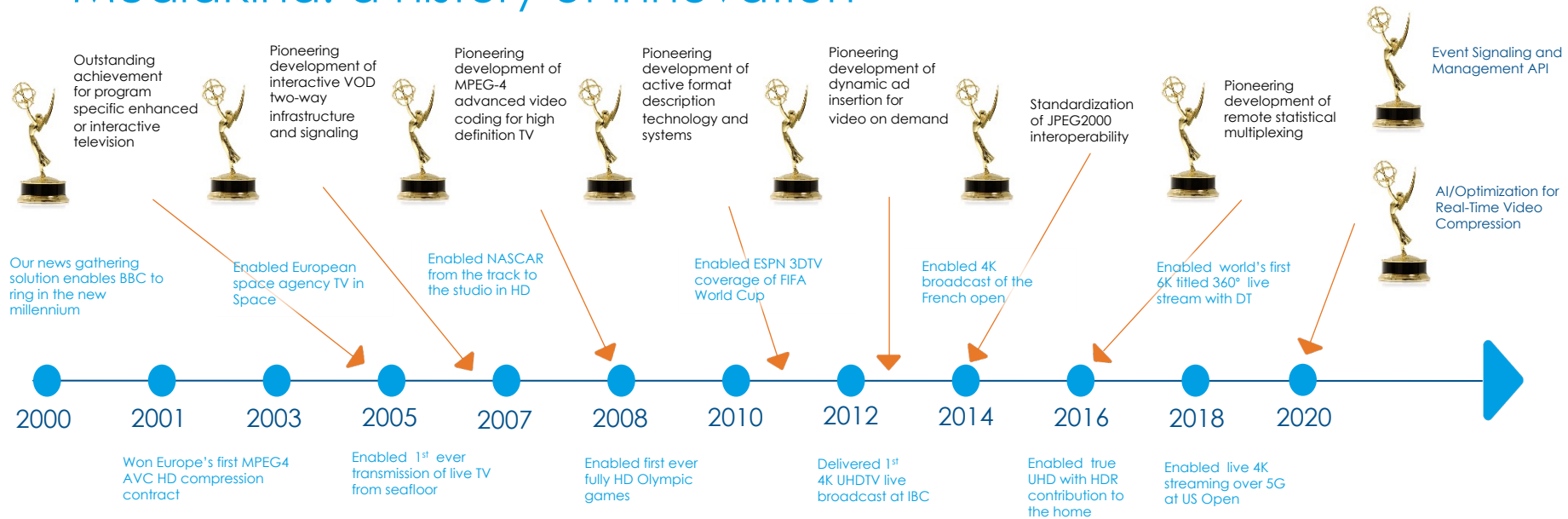
Paul O'Donovan

Director Market Development

MediaKind



MediaKind: a history of innovation



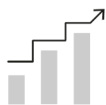
Streaming and D2C is about more than just the same content delivered differently;

It enables a new relationship to be built with your audience and the creation of valuable new revenue streams.



Cloud For Real-time Media

Generic Cloud Attributes



Scale



Agility



Automation



Repeatability

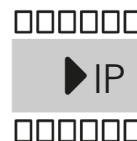
Media Requirements



Standard
Cloud Tools



Real-time Flows

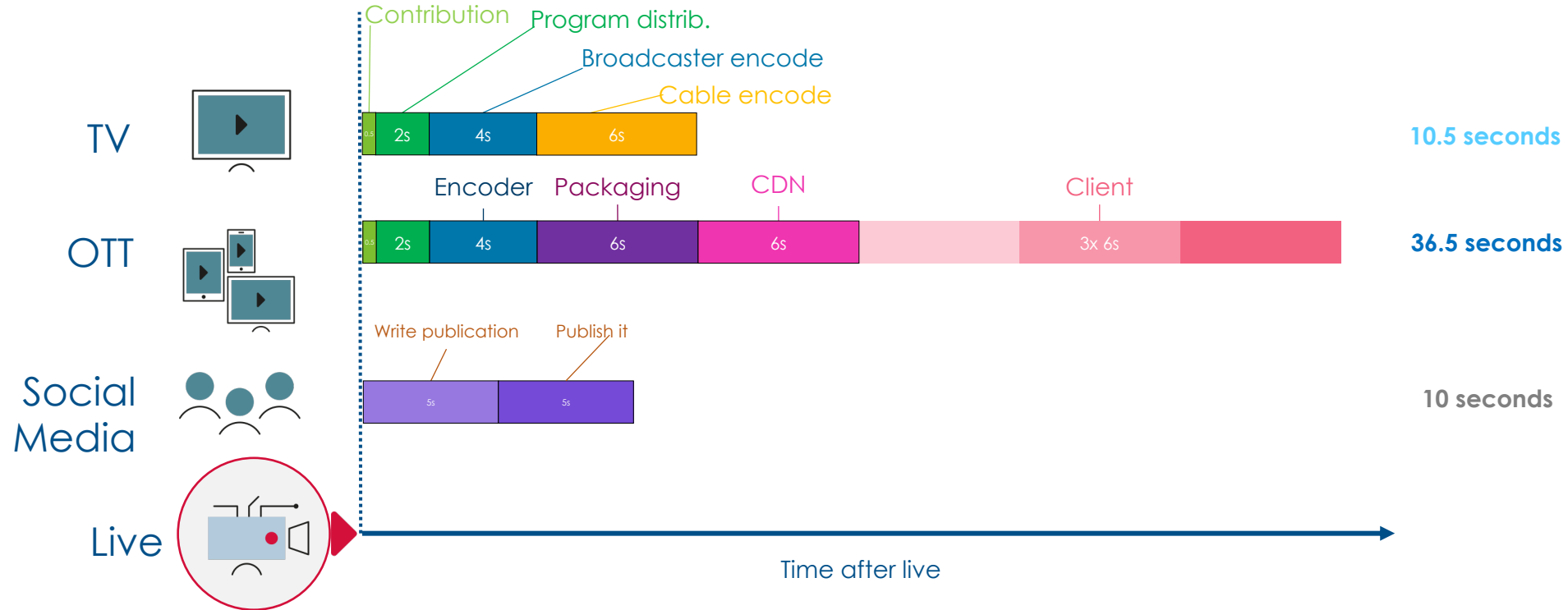


Standard
Connectivity



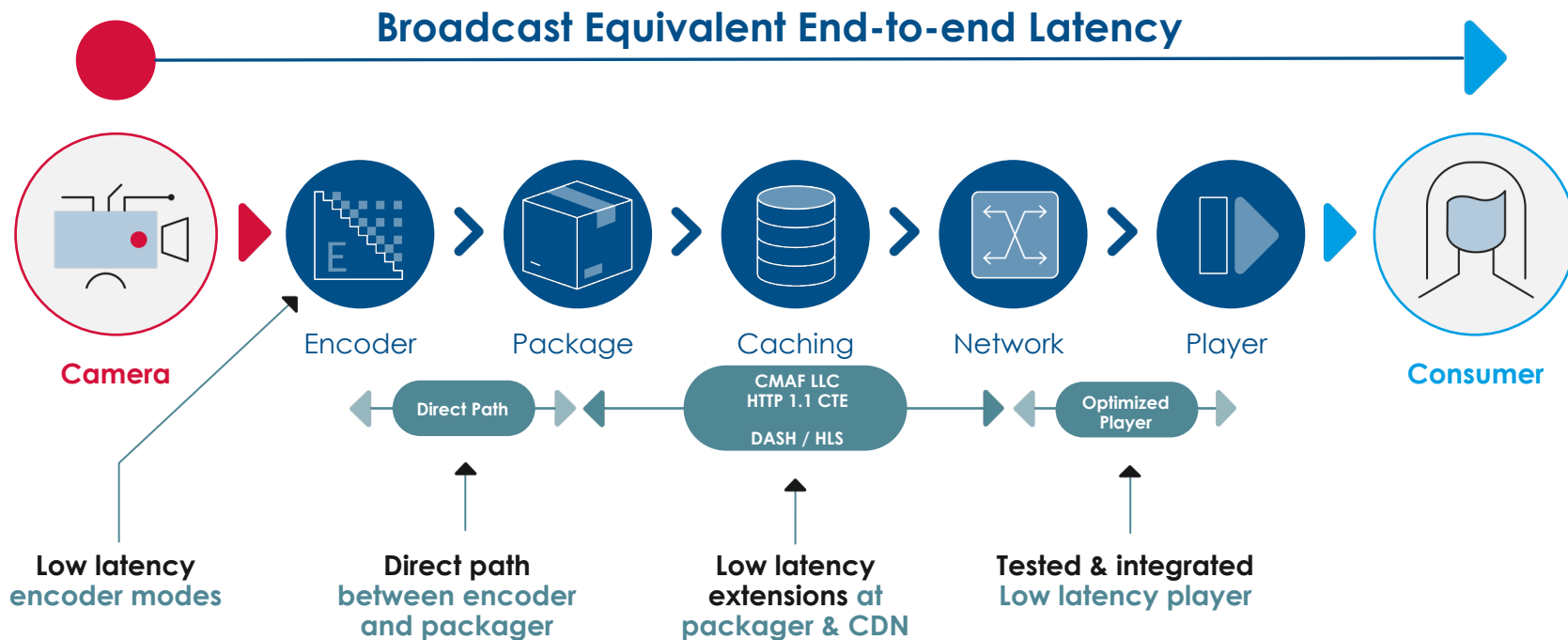
High Availability

Latency: compare on Sport event





Broadcast Low Latency Streaming





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