

NEP EUROPE: CDN & CDN FEDERATION **OTT**

# The ultimate streaming service



**MAKE IT. MANAGE IT. SHOW THE WORLD.**

CAPTURE > CONTRIBUTION > MEDIA MANAGEMENT > **DISTRIBUTION**

# Welcome to Europe's leading video Content Distribution Network

A dramatic shift is taking place in the way viewers consume content, and it is transforming content strategies for rights owners. NEP anticipated this tectonic change in viewing behaviour a decade ago by building a video centric Content Distribution Network (CDN).

Viewers expect instant, reliable access to online services, being able to watch anywhere on any device. Leading platforms and content owners choose NEP's proprietary content distribution network to meet those expectations.

## The only CDN connected to world leading expertise

We bring over a decade of experience with leading technical experts. By working alongside pioneers and delivering the technology they need, NEP has enabled the change in viewer

behaviour and rise of online platforms. This is made possible by our unique blend of IT, video and audio experts. We offer consultancy & implementation, access to the Content Distribution Network, and managed services including 24/7 dedicated support.

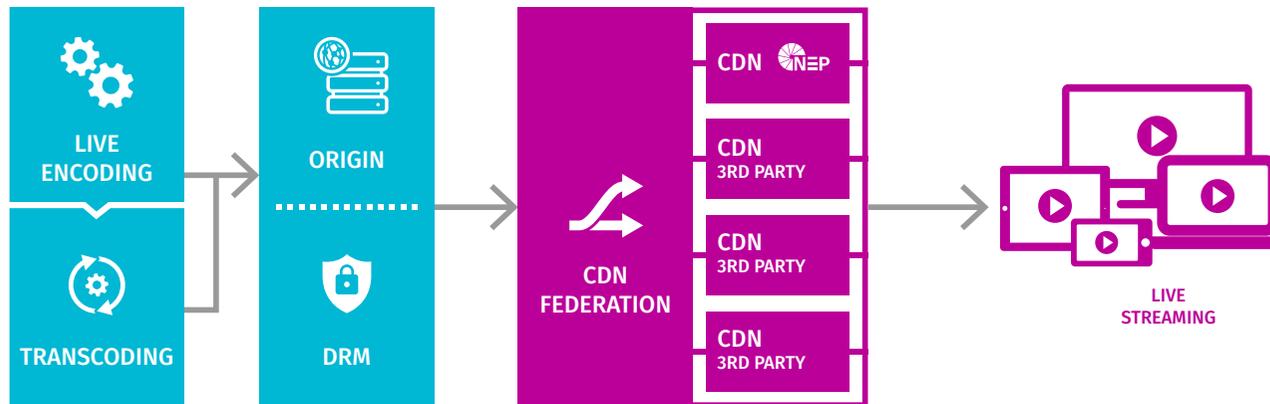
Working with NEP allows you to show your video content to a variety of audiences. Our video CDN is a network of servers and data centers with high speed connectivity that is specialized in streaming content to the end user. Via the premium European Internet Exchanges such as AMS-IX, Linx, DE-CIX and direct links with providers, the CDN delivers your content to the consumer quickly and seamlessly, in any desirable format and to any desired device.



### Global Scale, Local Service

NEP has 85 office locations in 24 countries and operational hubs with technical facilities in regions including the US, the Benelux, Nordics, UK, Italy, Switzerland and Australia connected to each other to create one global platform.

## Content Distribution Workflow



## CDN Federation

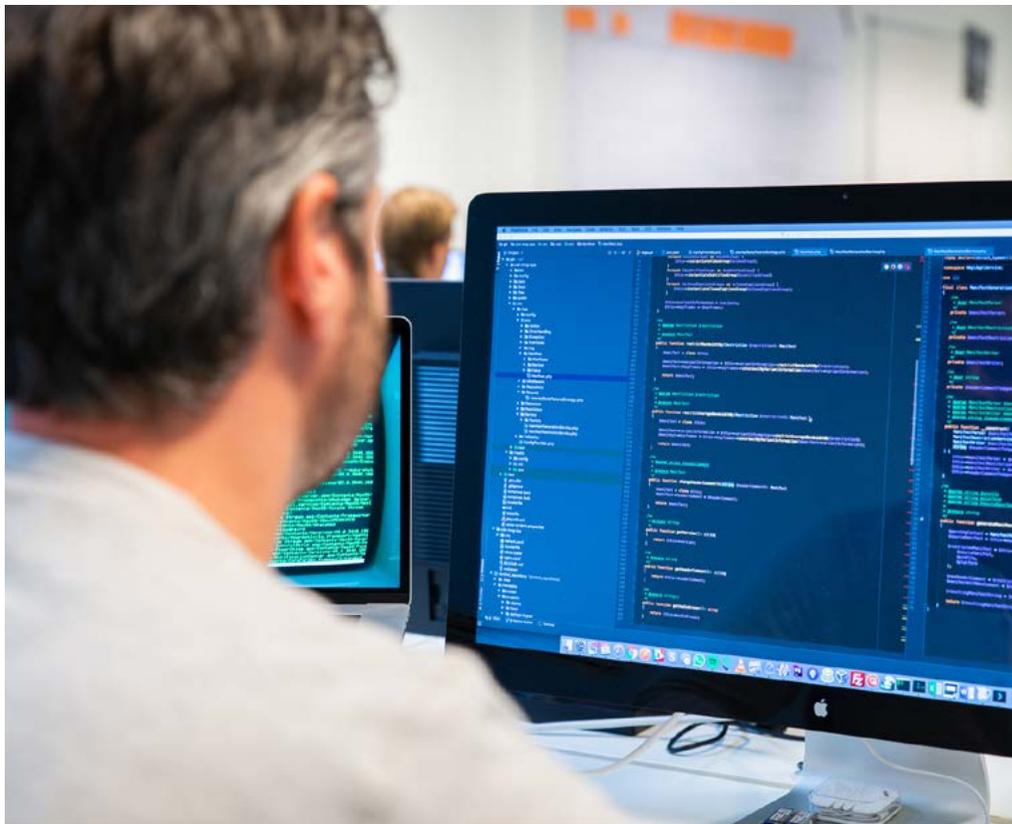
Our third generation CDN Federation service integrates with leading CDN platforms including NEP's proprietary solution that is optimized for video content. NEP's in-house developed software monitors the streaming performance of your content to automatically select the best CDN based on performance metrics. The CDN Federation service supports uninterrupted transitions between live, DVR and high quality encoded VOD content. This ensures the ultimate viewer experience optimised for your commercial strategies.

## Europe's most powerful technical infrastructure

We built our own Content Distribution Network and are independent of third parties in all aspects. This Content Distribution Network operates entirely redundantly and is part of our fiber optic network.

### What our clients value most

- ✓ Early stage consultancy
- ✓ Reliable infrastructure
- ✓ Technical expertise
- ✓ Additional content services



## Additional services

### Dynamic Ad Insertion (DAI)

DAI is a technology that lets you stream your video and ad content seamlessly on the server side rather than on the client-side. Client-side ad insertion is subject to network latency and shifts in video quality due to changes in codec, resolution and bitrate. With NEP's ad insertion solution you can seamlessly handle ad insertion for live streaming to overcome the technological limitations for client-side ad insertion and to bypass ad blocking software.

### Customer Experience Team

Our team of highly skilled experts has the unique ability to design, implement, operate and improve any CDN proposition through managed services. The customer experience team develops tools and services that are tailored for the industry and unique to video distribution. The team leverages their expertise to support customers who require the same level of excellence as linear audiences are accustomed to.

*With this solution we serve everyone, everywhere, with live video sharing, on-demand movies and series. And we do it all in-house.*

### Digital Rights Management

Digital Rights Management (DRM) protects your intellectual property from being breached by third parties. In practice, this means that the person who wants to view your content must have authorized access. Your content is saved and distributed in encrypted (encoded) format and only becomes accessible to users you authorize.

### Itemizing

The stream itemizer makes it possible to repurpose live content from the DVR loop recorder. This allows producers to create highlights with lightning fast turnaround times that can be used for example for post match commentary.



# Learn more about our NEP Europe's CDN and CDN Federation

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