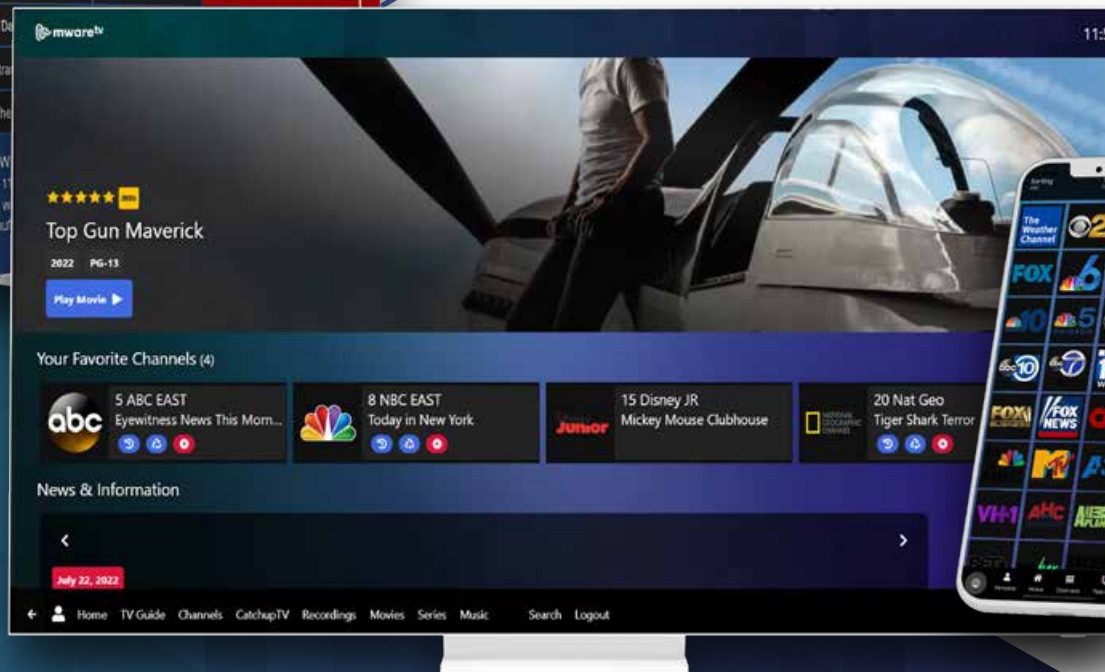




TV made simple
One platform where it
all comes together







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Introduction

For over 10 years customers have partnered with MwareTV to provide TV and Video on Demand (VoD) services to their subscribers either across their own network, or via the public internet (OTT).

As a software company, MwareTV is a one stop shop providing turnkey cloud-based solutions for cable and telecommunication companies, ISPs, mobile operators, marketing organisations, broadcasters and content owners.

The MwareTV Platform

MwareTV really is TV made simple - a white labelled, easy to manage and cost-effective IPTV/OTT platform.

MwareTV playing like the Philharmonic Orchestra

In a successful TV or Video service all parts need to work together in a synchronised way, like the musicians in an orchestra.

- Our flagship product, TV Management System (TVMS), is a turnkey, multi-tenant cloud middleware TV platform, on top of which we run our template based and highly customisable applications.
- Our apps are compatible with leading device platforms including iOS, TVOS, Android, AndroidTV, FireTV, Roku, Tizen, WebOS, Chrome, Windows, Sony and more.
- To complete our end-to-end solution, we also provide the best encoding and transcoding software available, combined with a global content delivery network (CDN).

With the MwareTV platform, combined with great content and the marketing power of your organisation, you can be confident in launching a successful service.

Our approach makes it easy to launch and rapidly deploy your TV service. We are ready to share our experience and work with you to make your TV service a reality.

This brochure summarises our insights and explains our solution in more detail. Of course, there is much more to tell you. One phone call is all you need to start that journey.

TV made simple.

One platform where it all comes together.



3 key aspects for a successful TV service

What are the requirements for a state-of-the-art IPTV OTT service?

1 Robust infrastructure for a reliable TV service

Ultimately, to have a successful TV service you need to ensure that you are providing exceptional Quality of Service (QoS) that is reliable, as this will ensure a better Quality of Experience (QoE) for your subscribers. From the content source to the end user's device, the streaming infrastructure must be optimised. Consider questions like:

- What is the internet capacity of the end user?
- What type of content is offered?
- Which devices are supported?
- How do you support popular events that are viewed by multiple users?

MwareTV offers solutions for content delivery for every type of project.

The building blocks **Broadcast** and **Delivery** provide more insights on this important subject..

2 Management of service

Several disciplines are involved in the management of a TV service. They all have their own responsibilities and requirements.

- The TV service requires modules to configure and manage content, products, Apps and subscriber access to service.
- Supporting financial and commercial processes require integration with existing billing systems or web shops.
- Accurate reporting information to offer insights about the success of the service.

The MwareTV platform is at the heart of your TV service. In essence it connects your content to your subscribers.

The building block **Management** provides more insight about the modules.

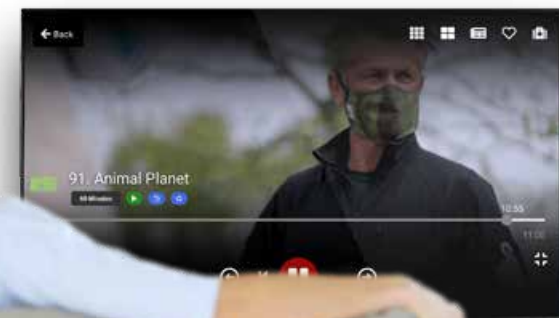
3 Wow effect for end users

How do you attract customers? It is our experience that subscriber growth and retention happens for the following reasons:

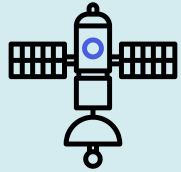
- Content that is appealing and includes recommendations to retain their interest in the service
- Easy to install and use Apps:
 - That can be used across many devices.
 - That are intuitive to each user.
- Apps that support a number of content types.
- And last, but not least, marketing that grabs and keeps their attention.

The MwareTV platform includes Apps that run across 12 devices with a unique design for each operator.

The building blocks **Audience**, **Licensing** and **Devices** describe what MwareTV offers.



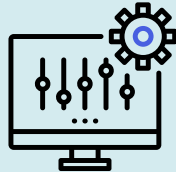
MwareTV platform in 6 building blocks



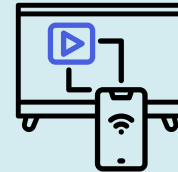
Broadcast



Delivery



Management



Audience

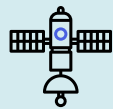


Licensing



Devices

Every TV or VoD platform is created from several components. MwareTV is at the heart of these services with a complete platform that includes integrations with best of breed industry solutions to guarantee a robust and reliable working solution. Our specialists have done all the hard work on the technical and integration side, so you don't have to. To help you better understand our offering for the end-to-end solution, we have split it into six distinct building blocks.



Broadcast prepare content

Keywords are the *sources* of the content, preparation for streaming via the internet in such a way that it supports the internet connection and devices of your target audience and content protection to ensure only authorised use of content.

- Latest technologies in *video encoding* (convert an analogue file to digital).
- *Transcoding* to convert your content into all the latest formats, codecs and resolutions.

- Content protection including token authentication, *DRM*, watermarking and geo restrictions.

Our experts will advise the most efficient and cost-effective cloud-based or on-premise solutions for your project.



Delivery of content to your subscribers

Your customers use a variety of devices such as mobiles, set-top boxes, media players and SmartTVs, each with their

own network characteristics. Our content delivery solutions are optimised for all types of internet connections (including 5G). We offer our content delivery solutions in 3 variants:

- Public CDN.
- Private CDN.
- Hybrid CDN.

All are cost effective, fast and highly secure. As well as live *streaming* your TV channels we can also take care of your VoD streaming and secure fast *storage* for your CatchupTV, DVR and VoD content.



Management configure and control your TV service

The MwareTV platform is at the heart of your TV service, the ERP for TV based services. In essence the **TV Management System** (TVMS) connects your content to your subscribers. Set-up in four easy to manage modules, allowing you to control all your services from one panel: *Content Management, CRM, Analytics, App Builder* and an *API Connector*. The TVMS is designed as a white label IPTV & OTT middleware platform, providing you with unlimited options to diversify your services.

It is a zero coding platform with an intuitive interface to configure all aspects of the TV service, *multi-tenant* to facilitate multiple brands or TV as a Service (TVaaS) to third parties to monetise your investment even further. *Cloud-based* offers advantages like unlimited scalability, guaranteed uptime and a *pay as you grow* license model.

Content Management

The CMS module is an all-round tool where you can manage various content types such as channels, movies, series, music, podcasts, education and apps. For your TV guides we offer automated XMLTV import tools as well as a builder to create your own EPG data files.

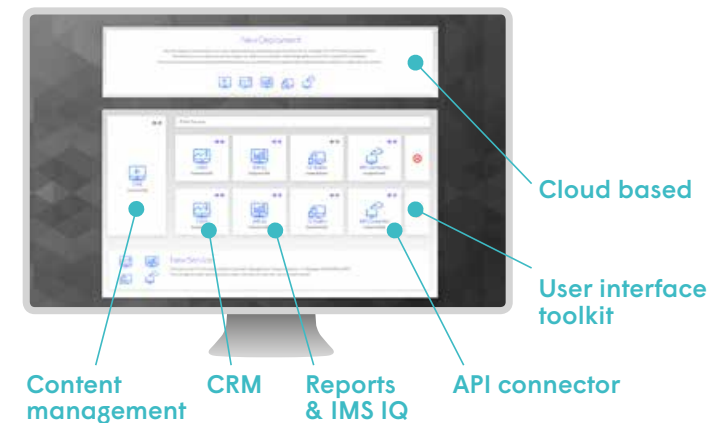
CRM – Customer & Products

One of the most important parts of a successful TV service is providing exceptional customer support. With our CRM your agents will have all the tools necessary to keep your customers supported. The TVMS offers a full reseller model with unlimited sub-levels.

When it comes to eCommerce the TVMS is integrated with a number of web shops and billing merchants such as Shopify, Magento, WooCommerce, OpenCart, BigCommerce, WHCMS, CRM.com, NOKIA and Chargebee and many others.

App Builder - User interface design toolkit

- supports all common platforms, including iOS, Android and AndroidTV, TVOS, FireTV, WebOS, Tizen and WebTV.
- There are templates to get operators started, with the ability to modify them completely, with 9 menu types, 33 home page widgets and practically unlimited number of set-ups.
- All of this can be individually styled and branded for the look and feel you want with strong underlying functionality like extended metadata, recommendations and series linking, and parental control.
- Adding professional features such as recording, CatchupTV, PauseTV and DVR and combine these with attractive content such as channels, radio, podcasts, movies, series and even education will keep your customers satisfied forever.

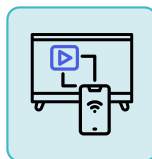


Analytics – insights in your performance

What is a good service without a good analytics tool? The TVMS uses Google Big Query to track any kind of action your customers do in the applications. This way you get a detailed insight into the performance of your content and features, giving you the tools to finetune your TV service to run in the most optimal way, both commercially and content wise. The TVMS comes with a pack of standard setup reports, should this not be enough then you can connect your favourite BI tool or audit software to our system and generate your own custom queries.

API Connector - TVMS Integrations

The TVMS is already connected with a number of web shops, billing and back-office platforms. Next to the ready to go platforms you can also use our restless API connector to connect to your own platform of choice. The APIs, in combination with a self-build platform, offer the most flexibility.



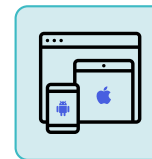
Audience your subscribers can use any device

- Same user experience across all devices.
- Always intuitive to use.
- Design user interfaces for each target market, using the TVMS App Builder.
- Bring your content to life across 12 device platforms.
- Supports Android and iOS.
- Supports FireTV, Roku and AppleTV.
- Supports Set-top boxes.
- Supports SmartTV's.



Licensing the best content for your OTT Service

Attractive content results in subscriber retention. This makes content an important element of your strategy for success. *Content strategy* starts with the positioning of your service. MwareTV's team will guide you every step of the way through licensing OTT content. For example, for French speaking African countries, we offer the content rights for the World Cup football combined with an attractive TV channel line-up to retain the subscribers even after the event.



Devices to complete the best user experience

Offer your customers a branded *set-top box* to complete your TV service. With a set-top box you take control over the quality your customer receives, because you control the hardware, memory, installed apps and OS version. If you want to take your service to the next level we also offer a device management system to deploy OTA updates and various support features.



How we work

About MwareTV

For more than 10 years our customers have partnered with us to offer a TV or Video on Demand Service to their subscribers on their own network, or over the public internet (OTT).

As a software company, MwareTV is a one stop shop providing turnkey cloud-based solutions for cable and telecommunication companies, ISPs, mobile operators, marketing organizations, broadcasters and content owners. MwareTV is privately owned, self-funded and all shareholders are actively working in the business.

MwareTV's philosophy

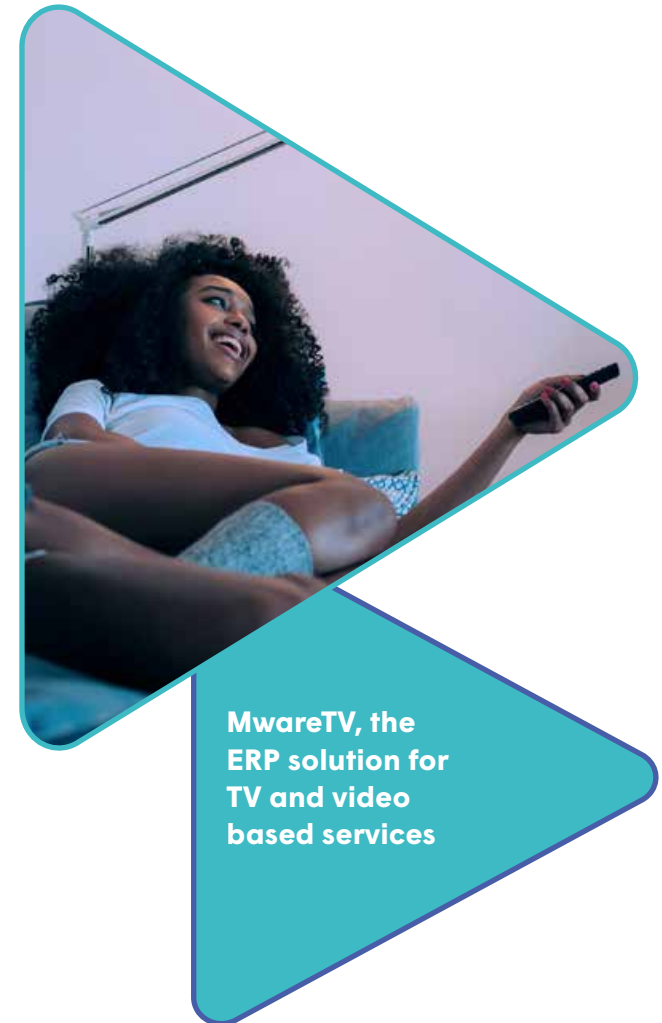
- Make TV simple.
- Support the operator in all technological aspects to ensure the operator is focused on marketing and sales.
- 24/7 direct access to support via chat, e-mail and phone.
- If our customers are successful, we are successful.

About 24/7 support

- Dedicated team to implement your project.
- Instant access to support team.
- No ticket systems.
- Support in English, Spanish and Portuguese.

If you are successful, we are as well

- Fast deployment.
- Limited initial investment.
- Cost effective, pay as you grow.
- Managed services.



**MwareTV, the
ERP solution for
TV and video
based services**

Get started?

Interested to learn how MwareTV can make a success of your TV or Video on Demand service?

1. Get in touch with us.
2. We'll talk about your project, business and goals.
3. Receive a set of apps to test the end user experience.
4. We'll then demonstrate the TV management system to manage your TV service.
5. Now we'll define scope:
 - a. Content.
 - b. Planned Subscriber base.
 - c. Planned Devices.
 - d. Your Business model.
6. if you're happy, we'll present our proposal.
7. Project agreement.
8. Technical implementation and prepare marketing.
9. Launch the service!

Why choose MwareTV?



• Rock solid TV platform

Complete set of well connected tools for a great user experience, a robust streaming infrastructure and management of your TV service

• Excellent support

With MwareTV you are supported 24/7/365 by real people in your timezone. No ticket systems or bots.

• Cost effective

We believe in the power of our TV platform which is why we offer you a regionally priced pay as you grow model.

Contact details

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www.mwaretv.com



Frans Blommestein

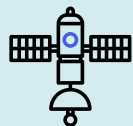
Chief Commercial Officer

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TV made simple
One platform where it
all comes together



Broadcast



Delivery



Management



Audience



Licensing



Devices