

# Managed Channel Services

Streamline Your Workflows



## Streamline the scheduling of your programming and advertising



### OPPORTUNITY

**All your content. On all screens.**

A plethora of video services and devices gets introduced every year, offering video producers even broader reach for their content. Penetration of smart TVs, in particular, is on the rise: Thirty-seven percent of Wi-Fi households own a smart TV as of April, up from thirty percent the previous year. This is likely to grow, given that smart TVs now represent almost 9 in 10 TVs sold in the US. Trends such as cord-cutting and consuming media on mobile devices are setting the stage for massive changes—and new challenges for video producers.



### CHALLENGE

**Technology hurdles. Content discovery.**

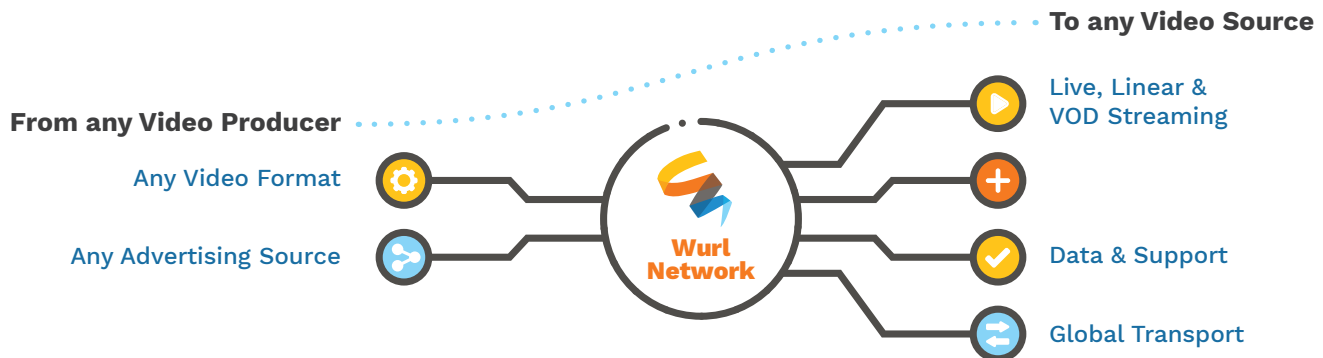
Video producers face a huge set of variables in distributing their content at scale. There are a variety of technical requirements (e.g. different video formats, delivery methods, ad marker formats, closed caption requirements, etc.) that they need to take into account when creating, scheduling and managing their content. Most of these things are not commonly among their core competencies. To succeed, video producers need to cost-effectively deliver broadcast-quality content and programming to a variety of services and devices.



### SOLUTION

**Complexity. Removed.**

Wurl makes it easy to create, schedule and manage live, linear and VOD programming for distribution to any streaming or OTT service. Wurl Managed Channel Services provides end-to-end cloud-based broadcast services to easily schedule your programming and advertising and to manage distribution to multiple destinations through the Wurl Network.





# HOW IT WORKS

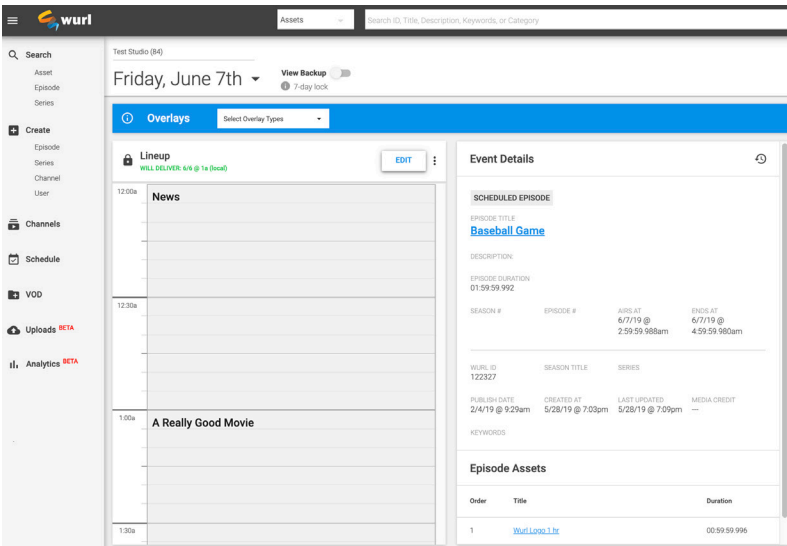
## Everything you need to launch your channel

Wurl Managed Channel Services eliminates the complex challenges of scheduling, curation, formatting, and playout for all of your distribution. Video producers can therefore spend less time on technical and administrative tasks and more time on producing their content.



## Wurl Managed Channel Services include:

- Content normalization, protection and quality control**  
 Automated end-to-end content migration makes it easy, secure, and efficient to ingest and transcode your content into the necessary high-quality formats for playout on all of your distribution channels.
- Metadata quality control and curation**  
 Easily manage your metadata while our content validators ensure that the proper content and data is published to each video service, saving you hours of manual work.
- Playout**  
 Once you've scheduled your content, Wurl manages the playout for you, allowing you to focus on programming your channel.
- Distribution and monetization monitoring**  
 Get daily reports and relevant alerts about all distribution and monitoring issues, from the point of ingestion all the way to the end-user device.



## Wurl Managed Channel Services also includes the Wurl Scheduler

A cloud-based scheduling tool that allows video producers to:

- Manage video assets and metadata
- Schedule program lineups
- Manage VOD playlists
- Schedule ad breaks/advertising
- Launch live events
- Monitor everything



### About Wurl

The Wurl Network powers OTT video distribution for leading media brands. Interconnecting video producers and large Internet-based video services, our network is the OTT backbone that carries more programming and advertising to more video services than any other service.

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