

# WHAT IS CLOUD TO CABLE?

Use Case: Music for Cable TV

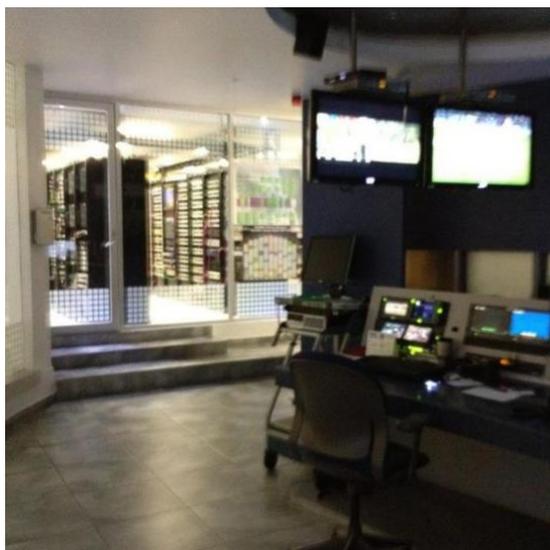
Amplify your Reach®

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## The Problem

Creating any “TV/Cable Network” is difficult. The complexity of content distribution to cable/mobile operators (“affiliates”) is enormous and requires time, effort, lots of capital, and



the use of multiple complex technologies. As one example, satellite time required to distribute TV/music content cost thousands if not millions of dollars per year. In the case of music distribution, this is more complex, as revenues may need to be split among multiple brokers and intermediate agents.

Additionally, current cable TV subscribers want to consume their TV and music content on their mobile devices and tablets. Users want to enjoy their cable TV subscriptions at home, school and office, -- any time, any where.

Over-the-Top Platforms (OTT) are widely used today to sell individual subscriptions but not that many systems can reach out to millions of viewers without Cable TV’s help. Hence, Cable TV distribution provides a volume monetization outlet by tapping into millions of subscribers worldwide. Cable TV is the best monetization outlet for new networks including music channels, TV, and video Video on Demand (VOD) content.

In this white paper, we introduce MEVIA as a novel platform solution for content distribution to mobile, web, and Cable/Satellite TV systems. MEVIA effectively reduces cost and maximizes returns.

## The Solution

MEVIA is a unified multimedia platform that enables quick and easy distribution of TV, video, and music package content to cable and mobile operators. MEVIA connects the worlds of web/mobile with Communications Service Provider (CSP) or Multi-System Operator (MSO) content distribution headends.

Our “Cloud to Cable” technology is a patented system<sup>1</sup> that distributes and delivers TV, music, and video channels to satellite and cable TV operators as well as to mobile/web, providing a unified user experience. MEVIA is true to our “Amplify your reach®” slogan.

MEVIA also includes customizable mobile applications and specialized equipment for Satellite and Cable TV broadcasting.

When a content owner decides to distribute their content with MEVIA, the first step is to load TV feeds, music assets, and/or video content into MEVIA storage or ingest servers. The content is then made available securely in all the affiliate systems on Cable TV and mobile/web distribution via our mobile application. Finally, a content owner may define special playlists and grid programming. Different pricing structures can be enabled such as on a per subscriber-basis, per download, or a flat rate.

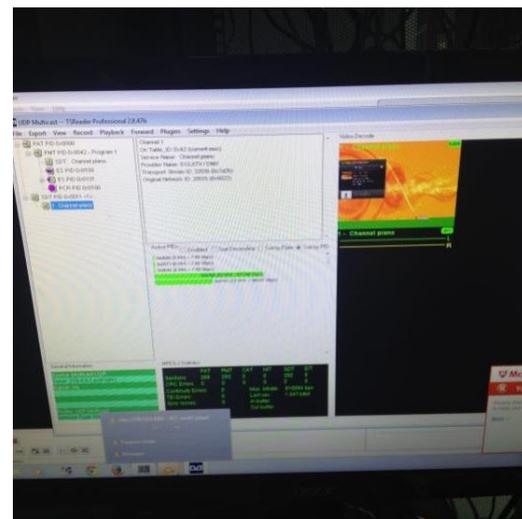
## What Type of TV, Music, and Video Offers are Available?

The range of multimedia services that can be offered are:

- VOD or Video On Demand
- Linear Television Networks

A media owner could offer, for example, a Cable TV and Mobile package that includes:

- Thousands of VOD files
- 50+ Music channels with customizable screens
- 5+ Linear concert channels



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<sup>1</sup> Cloud to Cable TV patent in the US was updated to “Notice of Allowance,” which means the patent will be issued as soon as payment of fees is received. We expect to file continuations in the US and Europe to follow.

## What Type of Formats?

MEVIA uses all commonly available encoders and transcoders for audio and video, hence any file from any format can be ingested, processed and broadcasted. The most popular formats are MPEG, MP4, with encoding in H.264, H.265, AAC, AC-3, and MP3.

## How does MEVIA Work?

In essence, MEVIA connects to any web-based platform, rendering its contents and preparing multiple broadcast-ready streams for operators, mobile, and web.

These streams can deliver:

- Music with enhanced metadata
- TV/Video with real-time enriched web-based information, such as twitter feeds
- Music-only content

In summary, Cloud to Cable and MEVIA provides three main delivery mechanisms:

- Applications – Mobile and Web
- Linear streams - Cable Systems and Satellite Operators
- Over-the-Top Applications for Apple TV, Chromecast, Smart TVs, and private systems



We will present how the business model works, some case studies. and our mobile application.

## Business Model

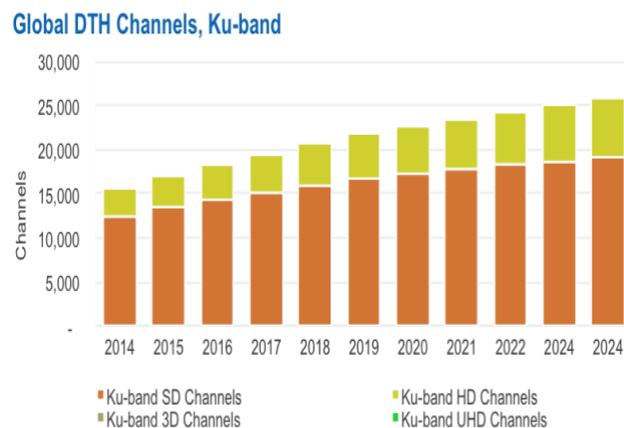
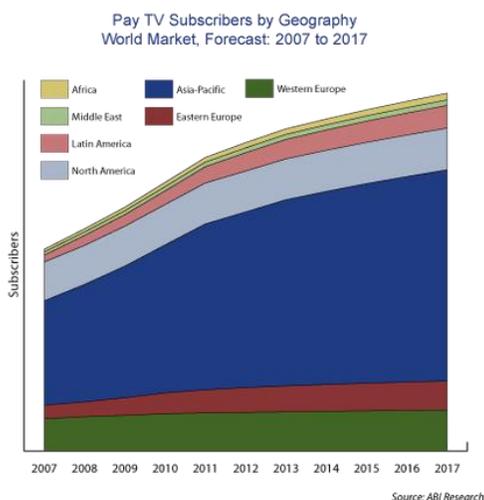
The business model used by MEVIA is subscriber-based and perfectly aligns with the proven “Multichannel Video Provider Distributor” (MVPD) business model. In this model, operators purchase packages from companies such as Time Warner, SONY, ESPN, Disney, CNN, and many others at prices that range from cents to several dollars paid per subscriber. The MVPD generates revenue through adding targeted distribution capability. In this case, an MVPD will

use MEVIA to purchase TV, Music, and Video content, pay the content owner and resell that content rights to all their subscribers as part a “Digital” or “Premium” package, or as any format that the operator chooses to use. For Example a Cable TV Operator may purchase ESPN package for \$3.95/subscriber and sell a premium package with ESPN For \$29.99/subscriber, it is likely that other similar network would cost the operator between cents per subscriber to a few dollars. Package pricing depends on volume and in some cases, years of negotiations and agreements.

MEVIA will provide as many channels as are included in an agreement with a specific provider, and will deliver that content to the operator in the format that their system supports – Linear TV, VOD, or Interactive.

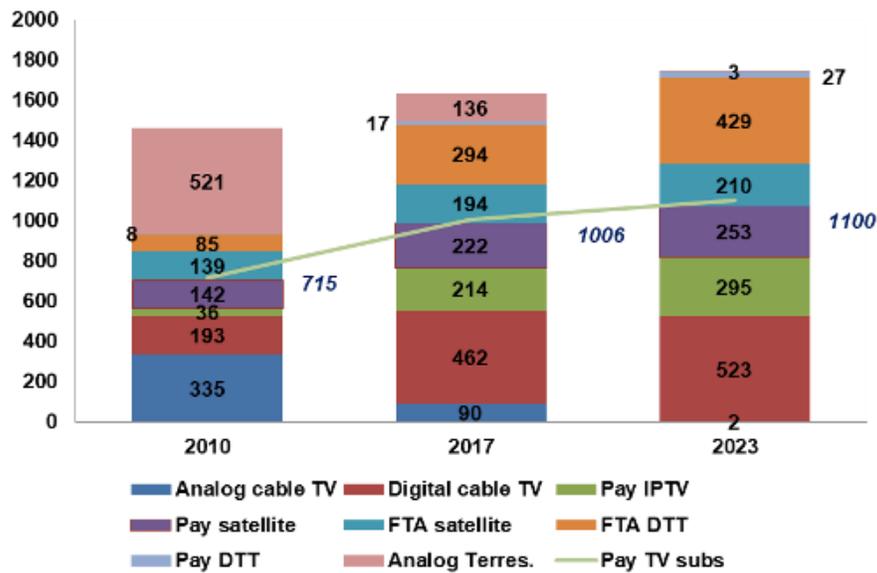
### Cable TV Market and Subscribers Worldwide

The Cable TV market and “Pay TV” has increased 5% year over year and continues increasing despite “Cord cutting” that has been seen in the United States. However, this is not the case worldwide, where specific growth trends can be observed.



The number of cable subscribers worldwide is estimated to be 890 Million . The total amount of subscribers by 2023 will be 1.8 Billion.

Global TV households by platform (million)



### Case Study: CABLEVISION MEXICO

As an example, CABLEVISION MEXICO needed 50+ music channels branded under their name "CABLEVISION" in market. They provided a set of backgrounds that were used for customizable screens broadcasted to their users on channels 800-850. The broadcast should include their logo and artist/song metadata, as shown here:



MEVIA created all the music channels simultaneously and broadcasted a lineup ready for more than 1 Million subscribers in Mexico City. Similar screens were made for AXTEL TV, a smaller operator in Mexico City.



Sample Set Top Boxes for DMX and CABLEVISION Music

## Case Study: MOOD MEDIA

MOOD MEDIA ingested thousands of song files into MEVIA's storage platform via secured FTP (SFTP). The files were stored in 256Kbps format in some cases where stored in MP3 in others AC-3.

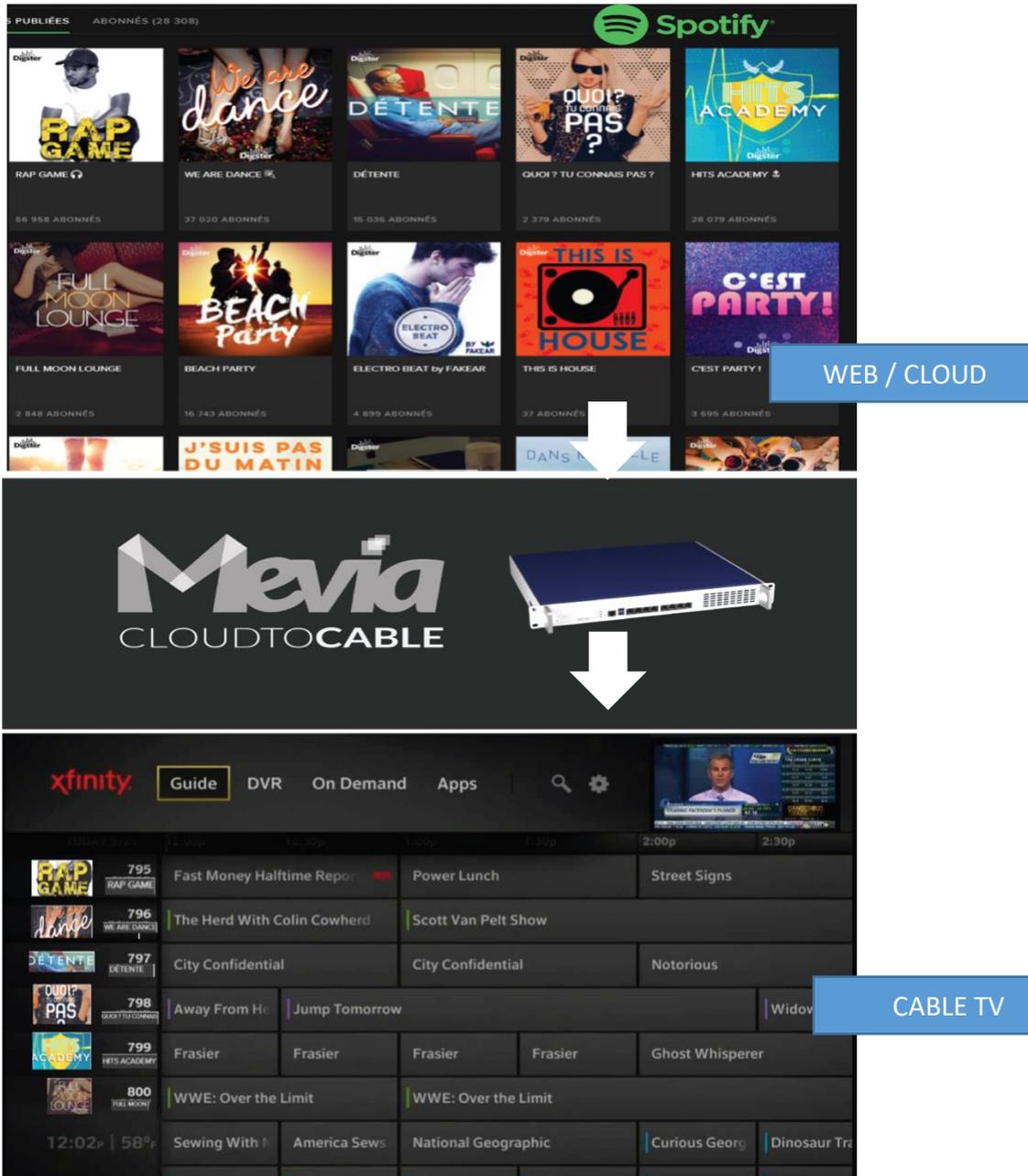
The multimedia content might be hosted within MEVIA's storage platform and content management. In this case study, a product was created for DMX Music/MOOD Media in 2013-2015 timeframe where all the assets were hosted by MEVIA. MEVIA applications and platform was used to synchronize up to 10+ Cable Operators broadcasting multiple packages with 50+ music channels, some with audio-only some others with video and metadata. MOOD MEDIA had over 20M subscribers in operators that included TIGO, CLARO, and many others.



Without our Cloud to Cable technology, this would be a daunting task, besides the associated cost for satellite fees, and additional complications. In this figure, MEVIA facilitates distribution of a web application to be part of the Cable TV channel line-up.

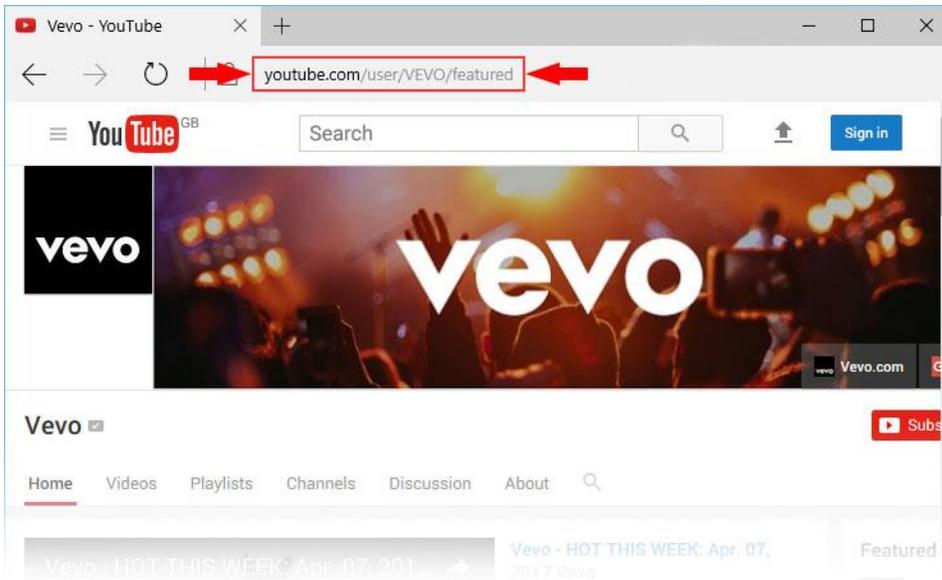
MEVIA Cloud will connect to the web-provider and retrieve all required web assets that are currently in use by Spotify. The authentication and authorization can also be linked in connection with the Cable Operator and MEVIA provides a method for single sign-on.

MEVIA can accommodate 50-100 music channels broadcasting in SD, HD, or even 4K depending on the bandwidth that the operator may have available for this service.



As shown, the playlists corresponding to “Rap Game,” “We are Dance”, “Détente”, “Oudi Pas”, “Hits Academy,” and “Full Moon” are converted from their web-format to Cable TV lineup by MEVIA.

Now, an Operator will be able to offer a particular set of Spotify playlists to its subscribers and increase Spotify® music viewership by 2M subscribers.

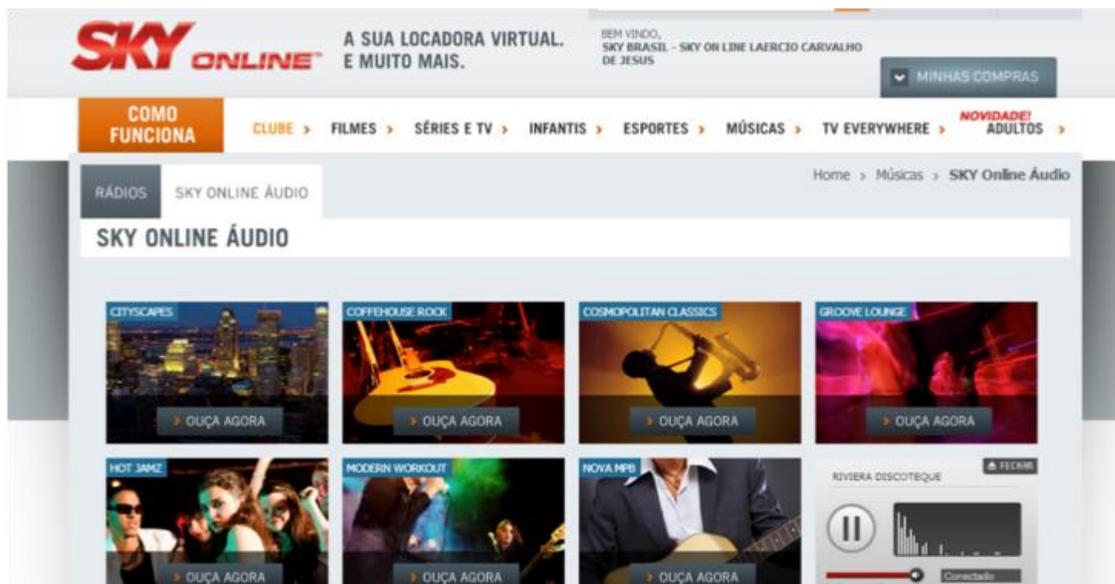


Similarly, VEVO has no cable TV product offering, MEVIA can enable both VOD and Linear Programming streaming from the same appliance using our caching and distribution network that has been put in place for Spotify®

### Case Study: SKY Brasil and SKY TUNES Application



SKY BRASIL® created SKY TUNES, a product that was powered by MEVIA from 2013-2015. MEVIA provided all OTT streams for thousands of customers in that part of the world. SKY TUNES mobile applications were downloaded by millions of subscribers in IOS and Android. MEVIA provided to SKYTUNES APIs, streams, and playlists for the application, as well as analytics.



### SKY Tunes

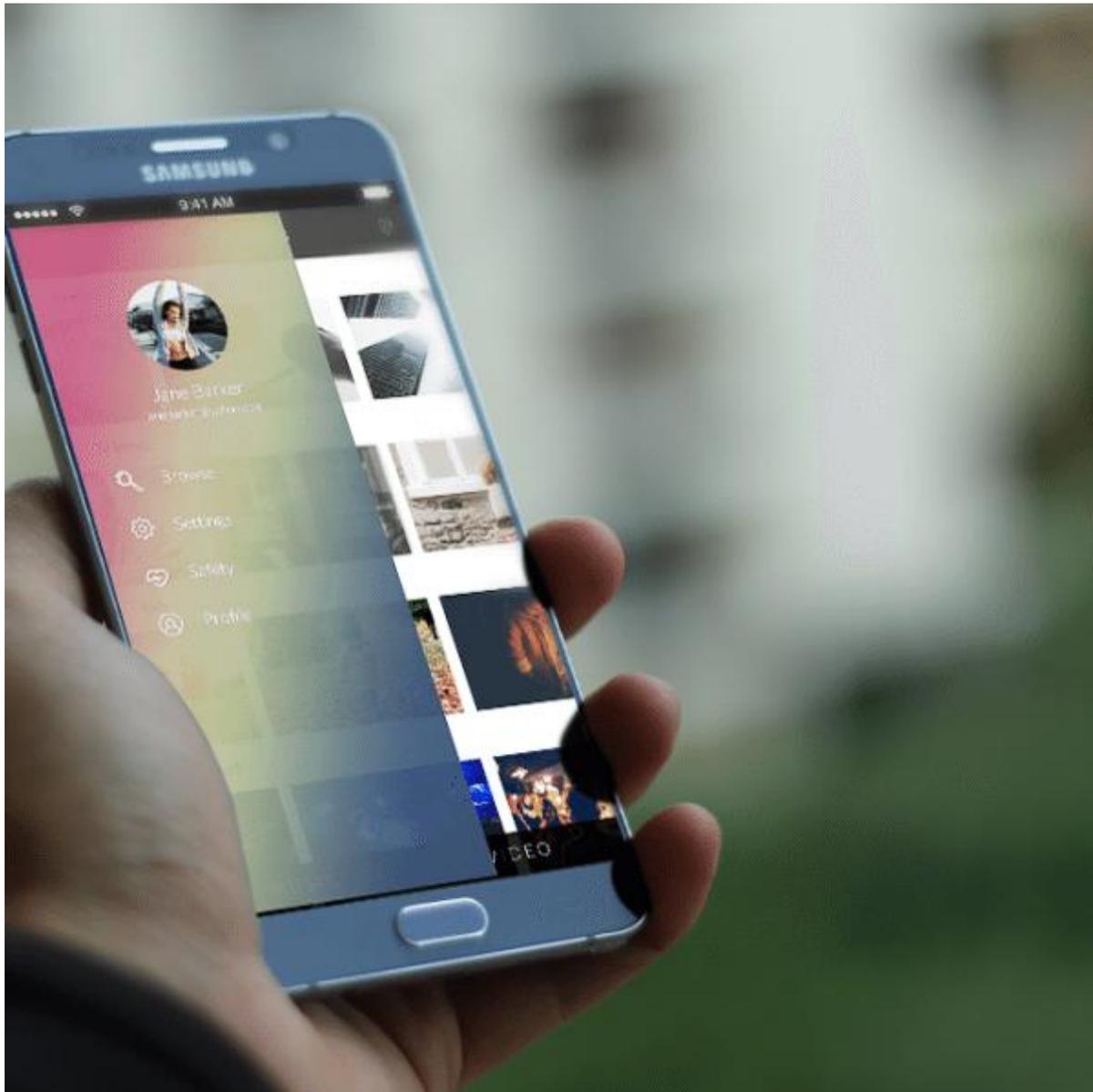
Os mais variados estilos musicais na palma da sua mão. Ouça mais de 100 rádios, com milhares de músicas disponíveis todos os dias, a qualquer momento, na ponta dos seus dedos. Faça a busca das rádios e crie uma playlist com as suas favoritas.

Personalize o visual do aplicativo e ainda compartilhe nas redes sociais o que está ouvindo.

## Multimedia Ingest

Ingest of media can be done to our cloud storage in our platform, by simply adding and dropping all the required music files in MP3, AAC, or AC-3 Formats.

Movies can also be uploaded and ingested by accessing the storage and uploading all the required MP4, MPEG-2, or any other format encoded in any known video encoder, such as H.264, H.265, MPEG2 Video, and many others.

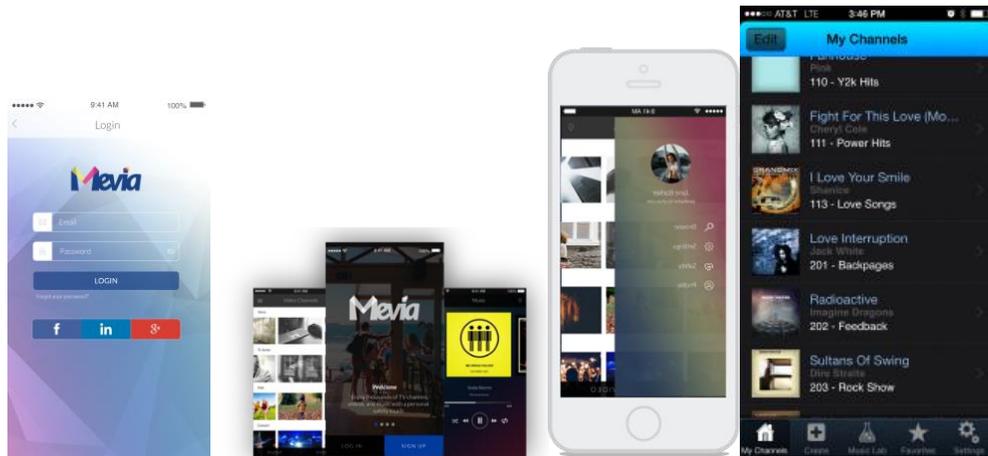


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## Mobile Apps for MEVIA

MEVIA provides two middleware components, one for music content that was branded initially as “Mediamplify Music” and MEVIA Apps. The first app is music-centric only, and is capable of handling thousands of music channels in linear format, including “keyword” seed stations

capability. MEVIA is more video and music centric, in other words playback of video and music for IOS and Android. The sample implementations and can be customized with any additional branding or screens as the operator requires.



## Customize Your Own Personal Portal

Our platform provides you with your own customizable portal for uploading audio and video content. This personalized storage acts as a private cloud, which is accessible by your yacht's captain, crew, or guests when specified. Upload your own content (music, greetings, videos, or other entertainment/information content you may have) to give your trip a customizable and uniquely different experience every time. Mevia lets you bring your content onboard.



## Patents and Trademarks

**Amplify your Reach**® is a registered trademark of EGLA COMMUNICATIONS

US/PCT/US2015/067464 **METHOD, SYSTEM, AND APPARATUS FOR MULTIMEDIA CONTENT DELIVERY TO CABLE TV AND SATELLITE OPERATORS**

**US PATENT 7339493 MULTIMEDIA CONTROLLER**

## Technology & Software

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