Innovative Solutions in Broadband Video

SeaWell Networks INC

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Market Trends

"…we'll be spending lots more on streaming content."
Reed Hastings, Netflix CEO

- **Independent OTT options growing**
  - 9.5M of Netflix 15M subscribers have streamed content in the past month (61%)
  - Hulu Plus launches premium subscriber service to web & CE devices
- **MSO & Telco Initiatives**

Among PayTV viewers in general (ranked by mean scores)

41% rank viewing TV programs on laptop PCs as most important

40% that rank desktop PCs as important

27% that rank netbook viewing as important

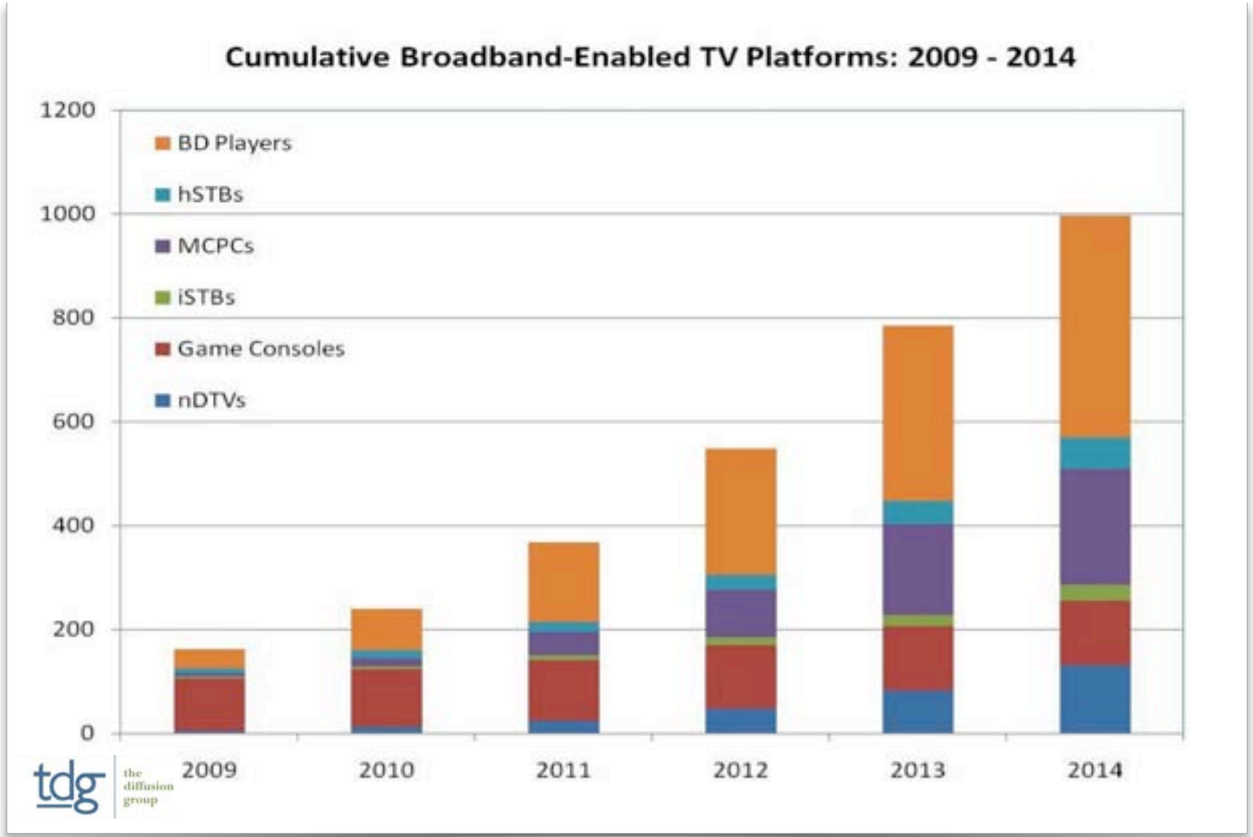
25% that rank viewing on portable devices as important

tdg the diffusion group

Technology Shifts

- **Issues to Resolve**
  - File Proliferation
  - Storage
  - Edge Caching
  - Last Mile Congestion

- **Strategies Required**
  - Multi Format, Multi-Platform Distribution
  - Mobile to HD Video
  - Adaptive Streaming

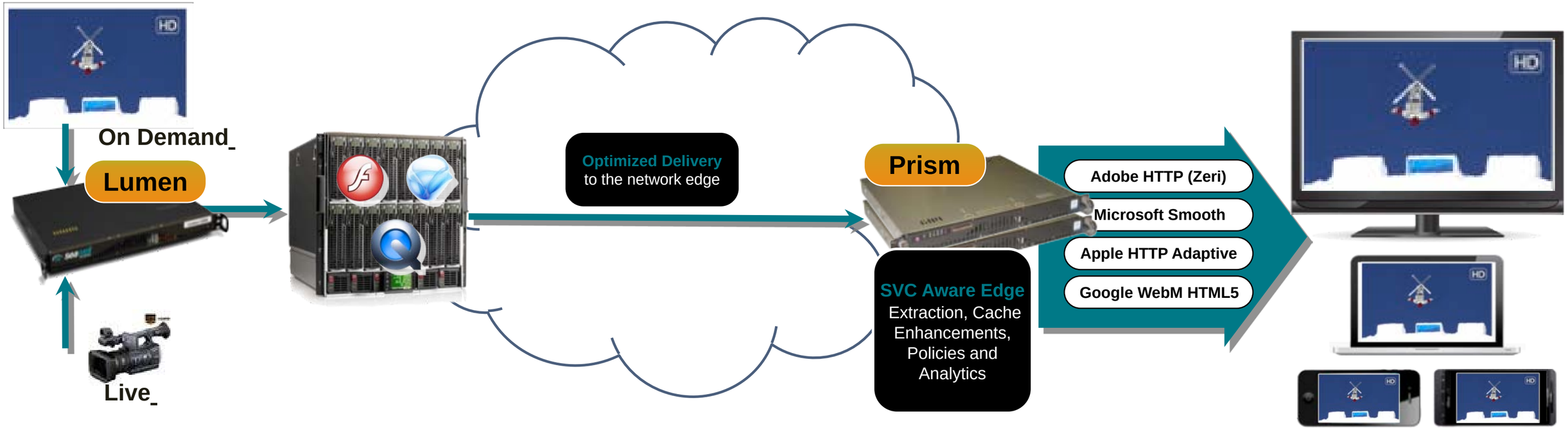


Impact to Infrastructure

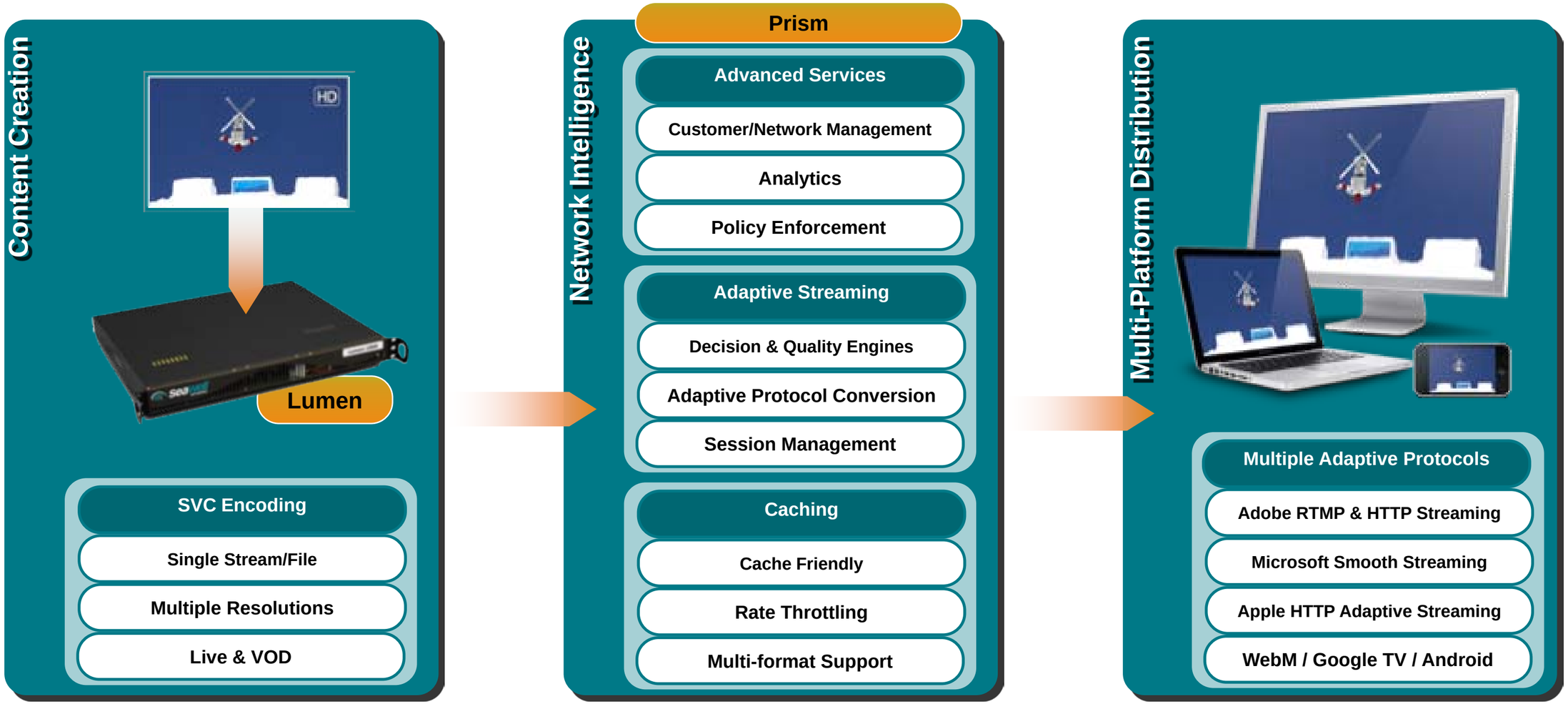
1 Video x **12** Bit Rates x **4** Protocols x **1800** Chunks = **518,400** Fragments

Additional encoders required
Higher bandwidth costs
Increased origin & caching storage costs
Additional infrastructures for each protocol required

SeaWell's Solution



Prism enables delivery of 1000's of simultaneous AVC/SVC streams



Intelligent Adaptation Architecture

SeaWell's Vision

Prism Highlights

Compliments & extends your existing delivery infrastructures for TV-E/OTT

Supports a wide range of Internet adaptive streaming protocols and devices

Saves network bandwidth by converting cost effectively at the network edge

Provides key metrics & management required for over-the-top business models

Summary

- **Lumen** provides the most flexible & intelligent delivery for Live & On Demand Video
- **Prism** compliments & extends existing delivery infrastructures while providing key metrics & management required for over-the-top business models
- SeaWell's **Intelligent Adaptation Architecture** simplifies the complicated infrastructure of Broadband Video