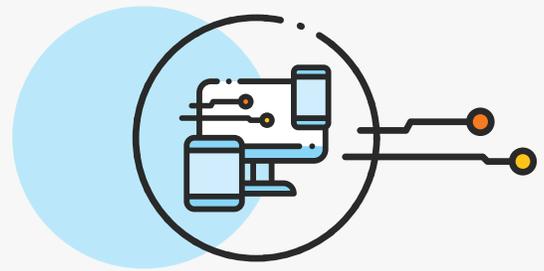


Connectors

Video Content Distribution Made Easy



Distribute your video content to the world's top video services



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. Video producers have an opportunity to gain wider audience share and increase revenue by distributing programming to these services. 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

Minimize expense. Maximize simplicity.

By providing an increasing array of online options for viewing video—Samsung TV Plus, SlingTV and Roku, as well as social channels like Facebook—the internet has become a disruptive influence on traditional television. Faster pipes, more content and more devices capable of streaming high-quality video have created a large, growing audience for streaming video from a fast-growing population of choices of OTT streaming video services, but creating and maintaining individual integrations to each streaming service is technologically difficult, time-consuming, and expensive, often requiring significant capex and opex commitments without clear line of sight to a return on the investment.



SOLUTION

Centrally manage. Broadly distribute.

Wurl Connectors allow video producers to deliver their content to audiences on any streaming or OTT service. From a single connector, you have an easy on-ramp to the Wurl Network, opening up a world of distribution and monetization options across leading video services.

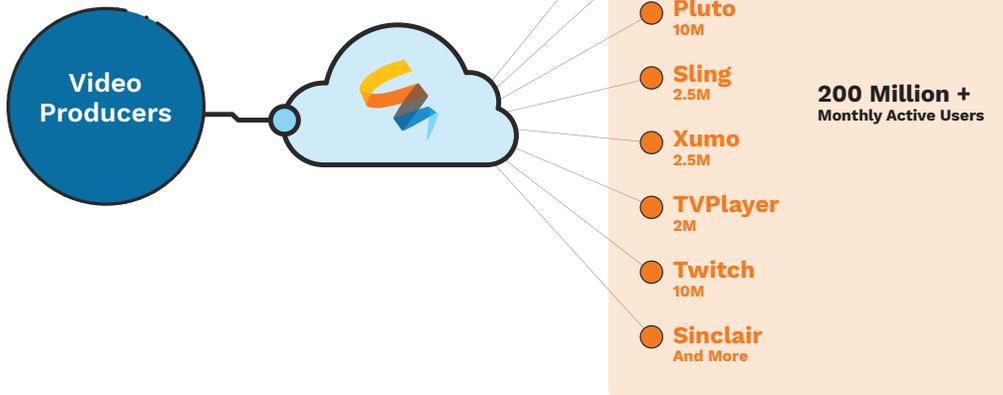
No matter the format, Wurl can put your linear, live, and VOD content in front of 200 million-plus monthly average users (MAUs) across leading video services. Whether you send us your video assets or a complete video stream for rebroadcast, we'll help you deliver the highest-quality streams—allowing you to focus on creating content that drives viewership.





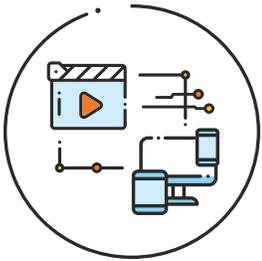
HOW IT WORKS

The Wurl Network™



Benefits

- Single Integration
- 100% of Viewers and 100% of the data
- 70% view data
- Clear understanding of Inventory



Everything you create, on every screen.

Wurl relieves you of having to deal with hodgepodge of technical requirements for connecting to various video services. Wurl Connectors include a combination of technology and services that reduce costs and eliminate the manual work needed to adhere to requirements for HLS streams, EPGs, MRSS feeds, artwork and metadata.

Available Connectors in the Wurl Network:

twitch

ROKU

tvplayer

STARZ

TV+PLUS



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.

Wurl Inc. Palo Alto, California wurl.com info@wurl.com