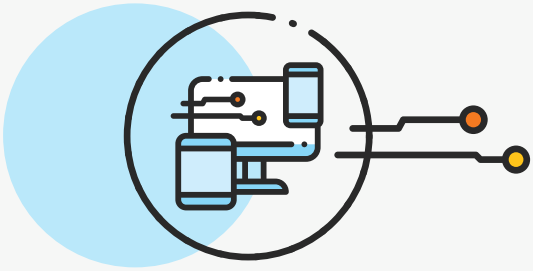
# Connectors

## 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

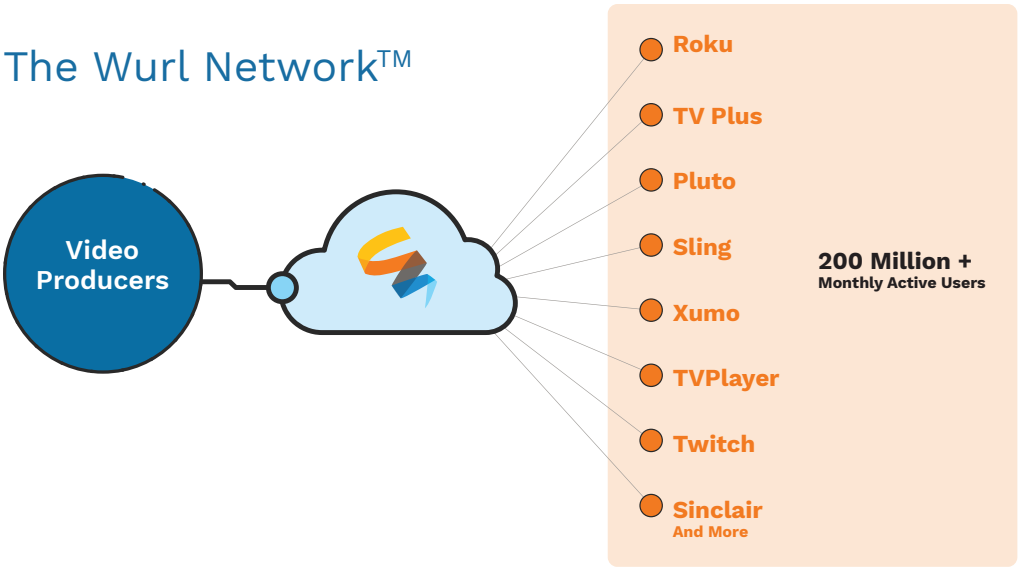
**Centrally manage. Broadly distribute.**

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.

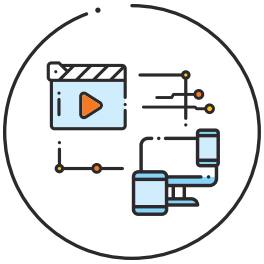
# HOW IT WORKS

## 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:

**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