Overcoming the Challenge of Delivering Premium Video to Android Devices
WHO WE ARE

Founded in 2007
300+ employees worldwide
Global footprint of 200M unique users in 130 countries
Ooyala works with the most successful broadcast and media companies in the world

EXPERIENCED TEAM

INNOVATION

Ooyala was first to innovate:

- Integrated content discovery engine
- Real-time analytics
- Integrated OTT delivery
- Adaptive bit rate streaming for Flash
- Integrated paywall solution
- Services-based Android video runtime
THE WORLD’S MOST SUCCESSFUL MEDIA COMPANIES RELY ON OOYA LA
OOYALA SOLUTION

- A highly extensible, modular platform
- Seamless integration with existing broadcast infrastructures and workflows
- Combines easily with other best-of-breed third-party systems
MULTI-SCREEN DELIVERY

- Flash / HTML5
- iOS SDK
- Android SDK
- Hook (for Android)
- Connected TV
- Game Console
- STB
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THIRD PARTY Android FRAGMENTATION
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## ANDROID OS FRAGMENTATION

### Pie Chart
- **Froyo**
- **Gingerbread**
- **Honeycomb**
- **Ice Cream Sandwhich**

### Table

<table>
<thead>
<tr>
<th>Version</th>
<th>Codename</th>
<th>API</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2</td>
<td>Froyo</td>
<td>8</td>
<td>1.7%</td>
</tr>
<tr>
<td>2.3.3 - 2.3.7</td>
<td>Gingerbread</td>
<td>10</td>
<td>26.3%</td>
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<tr>
<td>3.2</td>
<td>Honeycomb</td>
<td>13</td>
<td>0.1%</td>
</tr>
<tr>
<td>4.0.3 - 4.0.4</td>
<td>Ice Cream Sandwhich</td>
<td>15</td>
<td>19.8%</td>
</tr>
<tr>
<td>4.1.x</td>
<td>Jelly Bean</td>
<td>16</td>
<td>37.3%</td>
</tr>
<tr>
<td>4.2.x</td>
<td></td>
<td>17</td>
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</tr>
<tr>
<td>4.3</td>
<td></td>
<td>18</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

November 1, 2013
Android Device Fragmentation

- Samsung: 18%
- Other: 54%
- LGE
- HTC
- Sony
- Motorola
- Sharp

2492 Distinct Devices seen with Hook

Source: Google Play Store data for Hook application installs
November 1, 2013
Android 2.2+

Content Protection

Advertising Integrations

Live Streaming

Closed Captions

Adaptive Bit Rate Streaming
“…we were able to deliver a great, live viewing experience to more than ten thousand Android users without having to build an expensive application.”

- June 2013
“We also saw Android users were two times more engaged than people watching on iOS devices.”

- June 2013
The Hook Player is required to watch this video.

Download Hook

Tap to play

Install Hook from Google Play

Return to browser
byub digital media
BYU Broadcasting

- A service of Brigham Young University
- 3 TV channels
- 2 Radio stations
- 3 languages
- Global distribution
BYU Broadcasting

- 60 million US households
- Dish, DirecTV, 800+ cable co.
- Original and acquired programming
- Sports (140+ live events) plus ESPN
- Spanish and Portuguese to Latin America
- BYUradio on SiriusXM + apps + OTA
What We Do

• Broadband Media Distribution Platform
  Stream video & audio
  Scalable
  Global

Devices × Browsers × Connection Types × Content Origins

3rd Parties
Yours
What We Do

- Broadband Media Distribution Platform
  Stream video & audio
  Scalable
  Global

- Websites
  byutv.org
  byutvsports.com
  byutvi.org
  byuradio.org
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  kbyutv.org
  byub.org
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  kbyutv.org
  byub.org
  show microsites

• Apps
  iPhone, iPad, Roku,
  Android, Xbox
Key Features

- Live TV & DVR
- On-demand video catalog
- Closed captions
- Pre, mid, post-roll ad support
- TV schedule
- TV everywhere (playhead tracking)
- User customization & playlists
- Integrated analytics
BYUtv and Ooyala

Ooyala provides:

- Live & DVR streaming (HLS & HDS)
- VOD transcoding and delivery (HLS & HDS)
- Flash & HTML5 players (sharing, discovery, analytics)
- Ad service integration (LiveRail)
- Hook for Android (web and app)
2013 Digital Platform Expansion

- Xbox 360/Xbox One
- Android phones
- Android Tablets
- GoogleTV

70 + million

900 + million

x millions
American Ride
May 8, 8:00pm (MT)

Wanderers, Vagabonds, Drifters and Saddletramps
Explore the business of beef: the cattle drives from Texas to the railways hundreds of miles to the north, the men who made the money, and the cowboys who did the real work.
Big Things, Small Team

- 5 Developers
- 1 Content Manager
- 5 Students
- 1 Vision
BYUtv for Android Demo
THE WORLD IS WATCHING.