MaginePro

Product Specifications

2022

Media Pipeline

Overview

Magine Pro's proven Media Pipeline ensures end-users can experience high-quality, performant streaming (UHD & HDR resolution) worldwide with advanced audio support and localisation.

The Media Pipeline features pre-integrated media workflows and video distribution abilities, explicitly designed for flexibility and ease of use, offering service providers reliable broadcast-grade capabilities without integrating, operating, or running an independent media operations team.

With Magine Pro's Video CMS combined, service providers can seamlessly prepare (transcode & QA), control (publish, unpublish & rights management), and monitor their media operations for OTT playout. And our partnership with AWS Media Services ensures we provide best-in-class transcoding quality with in-depth feature sets.

Key Features & Specifications

VOD Transcode
- Input Codec & Containers: Prores, H.264 / Multiple Containers
- Output: 5 HLS ABR Ladders up to 1080p 4K *
- Multiple Subtitle Tracks & Languages
- Multiple Audio Tracks (Stereo & 5.1)
- Movie, Episode, Trailer Video Objects.
- Trick Play *
- AWS Media Convert - Comprehensive Input Formats, Reliability & Scale

Linear Transcode
- Input Codec & Containers: H.264 / RTMP, RTP, Zixi, HLS
- Output: 5 ABR Ladders up to 1080p & 4K *
- Subtitle Tracks: Multiple Formats Supported (TTML, WebVTT)
- Multiple Stereo Audio Tracks
- 24/7 Broadcast Channels, with EPG
- Start over & 7-14 Day Catch-up
- Rights Management (Pause, Rewind, Catchup, skip ad)
- Redundancy (1+1 Active)
- Logo Insertion

Live Transcode
- Input Codec & Containers: H.264 / RTMP, RTP, Zixi, HLS
- Output: 5 ABR Ladders up to 1080p
- Subtitle Tracks: Multiple Formats Supported
- Multiple Stereo Audio Tracks
- 14 Day Catch-up
- Redundancy (1+1 Active)

Packaging - Origin - Distribution
- Just in-time Packaging from HLS for efficient media delivery.
- Subtitles updates on the fly.
- Support for all major client devices and types (TV, Android, Apple, PC, iOS, Chromecast etc).
- Maximum support for Video, Audio & Subtitle Compatibility
- AWS CloudFront CDN: Per Partner Dedicated CloudFront Stack

Server Side Ad-Insertion (SSAI)
- Linear & Live Media Workflows
- SCTE35 Ad-Markers
- Invidi & FreeWheel integrations
- Frame accurate ad-splicing with SCTE35 Markers
- Client & Server side reporting

Security
- Microsoft PlayReady, Google Widevine, Apple Fairplay DRM
- DRM Key Rotation
- DRM secured offline VOD
- Media Encrypted at Rest in AWS S3
- Geo Blocking Per Asset Rights Management
- VPN & Proxy-Blocking
- HDCP
- Concurrent Stream Limits, Registered Device Limits, Offline DRM Licence Limits

Media Reporting
- Nielsen & ComScore client SDK integrations.
- Deep media analytics & telemetry (See Data Insights)

API & Developer Experience
- Probe & Transcode API
- Subtitle API
- Metadata API
- S3 Storage

In production

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Video CMS

Overview

Magine Pro's Video CMS is a comprehensive media and metadata management toolset that gives service providers complete control over their asset library, from video ingestion to rights management, publishing and service localisation. It enables service providers to curate a seamless user experience so that their customers can regularly immerse themselves in discovering great content.

The dexterity and depth of the Magine Pro Video CMS allow for more flexibility than standard CMS workflows. Service providers, for example, are not limited to standard metadata practices and can configure the metadata library to suit many different types of media verticals.

Paired with Magine Pro's Media Centre and Applications, the Video CMS guarantees a simplified workflow, enabling providers to manage and publish media for the right audience at the right time and curated in the best way to aid content discovery.

Key Features & Specifications

Metadata Types
- Video / Movie (Standalone or Series & Episodes)
- Live Event
- Linear Channel, Broadcasts, Catchup
- Trailer
- Media Preview through V-CMS

Metadata Management
- Complete set of metadata fields (Title, Synopsis, Genre etc)
- Language localisation with Right to Left Support
- IMDB & TMDB ID Tagging
- Custom Metadata, allowing for different media verticals
- Searchable metadata fields
- Internal & Content Provider Labels for Licence Reporting
- Deep metadata search & bulk edit features

Rights Management
- Per asset Geo-Blocking with EU Content portability rules.
- VPN & Proxy Blocking (Digital Element)
- Concurrent Streams (service wide & per asset)
- Device Limits
- Offline DRM Entitlement Time
- Publish Windows / Publish Calendar View for media scheduling.
- Parental Guidance and Content Rating logic
- Entitlement based publication of assets.

Linear & Broadcast Metadata
- Automated EPG ingested via JSON import to S3
- Integrated with Simply.TV / Gracenote Formats
- Metadata, Image and Rights Management Support
- Video CMS Rights management overrides.
- Automated Broadcast to VOD Catch-Up (7 day)
- Forward and backward EPG View

Metadata Curation & Search
- Per application menu configuration
- Menu > View > Collection configurable hierarchies
- My Watchlist / Continue Watching / Entitled Content Collections
- Most Watched, Recently Added, Most Popular, Soon Expiring & Manually sorted Collections.
- Genre Tag Based / Manual Collections
- Search by Title, Actor, Director
- Localisable Search for special character support
- Genre Browse Views
- API & Developer Experience
- Metadata API
- S3 Storage
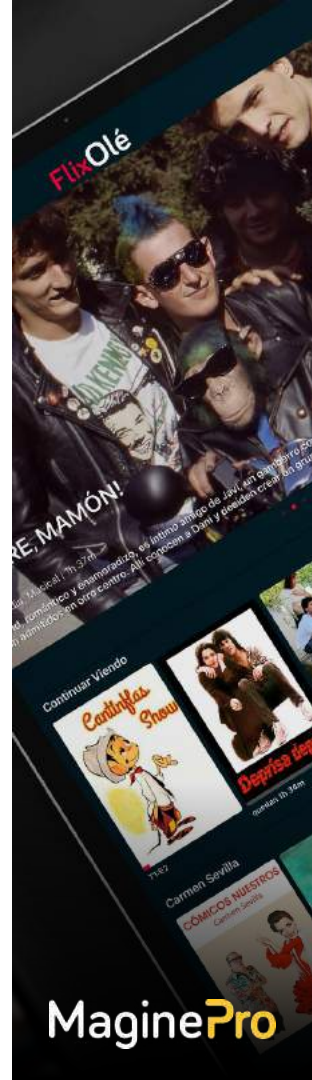
Application Core

Overview

Magine Pro's powerful Application Core provides mobile and big screen TV app experiences, enabling service providers to expand audience reach in multiple markets across all key video streaming devices.

The Application Core ensures seamless full no-code configuration and management of high-end user Apps for mobile devices and TVs. Apps are fully managed and configured within the Magine Pro CMS, enabling service providers to rapidly change the user experience without deploying new applications or code. The Application Core also removes all complexity, including the cost of application development and application lifecycle management, by continually providing new app releases for new market requirements alongside new features.

Key Features & Specifications

Metadata Types
- Web - Chrome, Safari, Firefox, Edge
- Android Mobile & Tablet
- Amazon Fire Tablet
- Android TV Devices (Android STB, Sony, Phillips, Hisense, NVIDIA Shield, Mi, Xioami)
- Apple - iOS Mobile & Tablet
- Apple - TVOS
- Smart TV - Samsung, LG, Vizio
- Roku (+ Roku Supported TV Platforms)
- Amazon Fire TV
- Cast Devices - Chromecast & AirPlay

Application Localisation & Configuration
- Application text localised (menus, calls to action)
- Right to Left Language Support
- Configurable app metadata strings (i.e. "team", "player", "city", "band", "venue", movie")
- Per platform menu configuration (menu text & logo)

Brand & Theming
- Custom app start screens
- Dark & light theme
- Colour scheme & opacity settings

Media Search & Discovery
- Media mix in the same app (VOD, Live, Linear, Catchup)
- Search Filters on Media Type
- Universal Search
- Curation via Hero images, Collections, Genre Browse

Monetisation & Authentication
- In-App Purchase (Roku, Amazon Fire, Apple, Google Play)
- Client Side Ad-Insertion
- TV & connected device QR Login
- Parameter based URLs to support pre-filled vouchers & emails during registration.

User Engagement & Messaging
- WebViews - deploy rich content via embedded HTML Apps.
- In App Messaging & Cloud Messaging (Apple & Android)
- Deep & Dynamic Linking (Apple & Android)
- Deep Linking on certain TV Platforms

User Experience / Journey / Player
- My Watchlist / Continue Watching
- Parental Control
- Picture in Picture / Skip & Seek / In-Player Channel picker
- Player Audio / Subtitle / Quality picker
- Watch next episode
- Configurable Service (Open / Closed Service)
- Configurable Login & Registration Flows
- Configurable Purchase Flows
- Google Font Catalogue & Configuration
- Thumbnail Config (Drop Shadow / Rounded Corners)
- Custom Menu Logos / Multiple Logos
- Image Config (Small, Medium, Large)

API & Developer Experience
- Player SDKs
- Applications APIs (REST & GraphQL)

iPhone · android · tv · androidtv
SAMSUNG · LG · VIZIO · Roku
firetv · chromecast · WEB · AirPlay

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Data Insights

Overview

Magine Pro's Data Insights toolset gives a clear 360 view of a service's performance via KPI-centric dashboards, enabling providers to make informed decisions and take timely actions that can reduce churn and positively impact growth.

Combined with industry-standard analytics, service providers can follow the entire user journey from marketing attribution to engagement throughout the customer lifecycle. Data-led insights relating to service usage and operational analytics enable providers to make smart decisions around content acquisition, promotional offers and ongoing marketing activities.

Magine Pro also supports raw data export, enabling providers to explore integrations with other systems.

Key Features & Specifications

Data Dashboard
- Provision of templated reports for quick access
- Reports filtering on time, geography, offer and other dimensions, allowing for deep analysis.

Commercial Performance - CRM, Billing & Entitlements
- Registered Users
- Free Trial Users
- Subscriptions & Transactions
- 3rd Party Entitlements
- Promotion & Voucher Performance
- Subscriber gross adds, cancel, churn

Media Performance
- Viewed Hours per asset
- Video engagement performance
- Video Views
- Most Popular assets
- Content Licence Provider reports

Audience Performance
- Active users
- Device behaviour
- User location

User Journey & Marketing
- Google Analytics with Google E-Commerce Events
- Google Tag Manager (supporting 100's of integrations, Facebook Pixel, Taboola, Twitter Pixel etc)
- Firebase (Android & iOS)
- HotJar
- User data segments exported to Mailchimp for marketing segmentation.
- User registration referral tagging for marketing attribution analysis.

Data Export
- Daily CSV export of data to S3, for use in 3rd party data lake & BI tools, including the following data sets:
- Users
- Viewing data
- Metadata assets
- Subscription data
- Entitlement data
- Offers
- Transaction data
- Promotion data

Security
- GDPR compliant architecture & software implementation, with Magine Pro located in EU Data Centers.

Google Analytics   Google Tag Manager

Firebase   hotjar   mailchimp

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Success & Support

Overview

Magine Pro's Success and Support team gives service providers essential guidance to reach their desired OTT business outcomes. From Support through onboarding to implementing a training plan and even helping providers select and customise appropriate service features that suit different user scenarios. The team also oversees app updates on behalf of providers within all relevant app stores.

Success and Support also provide regular one-on-one meetings to discuss best practices and new service features or updates, including helping service providers troubleshoot technical issues relating to the content delivery chain.

Service providers also get access to a vast library of training guides and best practice articles and will receive regular communication relating to new or updated resources.

Training Plans

With our training sessions we make you fit to use our platform and services. Learn all the tipps and tricks.

Transcoding flow
- Assessment for best workflow
- 1 Training session

Collections, Views & Menus
- 2 Training sessions
- Best practice for collection design

Packages & Offers
- Assessment to find the best setup for packages, offer structure and purchase flow
- 1 Training session

App store setup
- Checklist with need to have items
- Best practice advice

Analytics
- 1 Training session
- Best practice

User Management for support
- Deep dive into user section
- Walk through the most common user requests
- Billing and dunning examples
- Troubleshooting

App release management
- Training session with walk through the release process
- Tipps and tricks to avoid review rejections

Professional Services

With our professional services we get your service off the ground. All you need to do is to take over.

Setting up a start page
- Several collections based on genre or themes
- Most popular collection
- Continue watching collection
- My list collection
- Web menu set up (Start page, Search, Account)
- Web footer
- Handover to operational personal

Setting up offers & packages
- A package structure fitting the monetisation model
- All assets assigned to a package
- All packages assigned to at least one offer
- Handover to operational personal

Setting up Mailchimp
- Setting up an audience with relevant MERGE tags
- Connecting Mailchimp with our backend
- Check that the user data is exported correctly
- Handover to the operational team

Setting up Mandrill
- A basic layout for transactional emails
- An English version of the needed emails
- Export of the transactional emails from Mailchimp to Mandrill
- Setting up templates in Mandrill
- Connecting Mandrill and the templates with our backend
- Handover to the operational team

App store account management
- Agree on a default roll-out plan with the partner
- Prepare the update
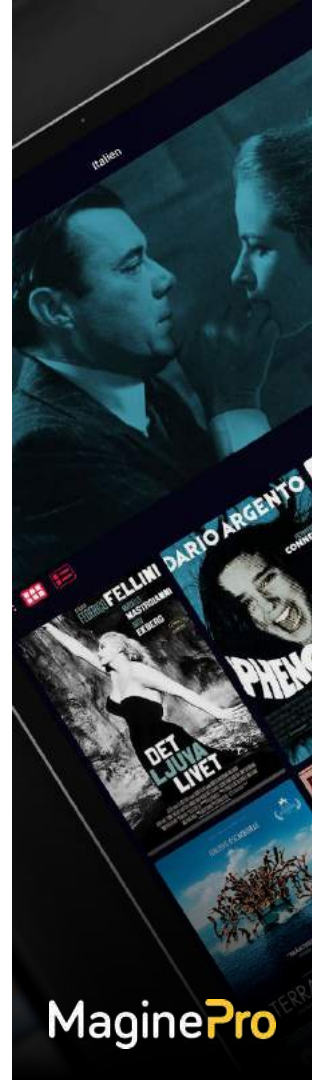
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Monetisation & Billing Engine

Overview

Magine Pro's Monetization & Billing Engine ensures a frictionless end-user payment experience with a wide choice of payment methods and multiple currency support.

The Monetization & Billing Engine enables service providers to innovate and rapidly iterate their offering, including combining multiple commercial models, such as subscription, transactional etc. In turn, providers can offer their customers a highly flexible and localised consumer offering, with payment methods that suit the service model and the market, including direct credit card payments, in-app purchases, etc.

Magine Pro's fully integrated Monetization & Billing Engine enables a "click & publish" workflow, allowing providers to roll out new consumer products with zero additional development.

Along with the pre-integrated Billing & CRM, the Magine Pro platform enables integration with third-party solutions. And for use cases where the platform is offered as part of third-party bundles (i.e. Telco bundle offers) or where third-party e-commerce platforms are driving the user payment process.

Key Features & Specifications

Payment Gateways
- Web Payments - Stripe & Adyen (+PayPal) via Drop-In Modules
- In App Purchase- Google Play / Apple / Roku / Amazon Fire
- Entitlement Engine for third party billing platforms

Offer Types
- Default - Free Tier
- Subscription (Monthly / Yearly) + Free Trial Period
- Transactional - Rental
- Transactional - Electronic Sell Through
- Transactional - Pass
- AVOD (Configurable across all Offer Types)
- Services can combine all monetisation types in one service

Packs
- Create & manage content associated to an offer
- Link Packs to Offers to create a full consumer product.
- Allocate content manually or programmatically

Vouchers & Promotional Codes
- Unique Promo Codes
- Viral Promo Codes
- Pre-Authorised Vouchers (no payment details required)
- Sell Payment Vouchers & Credits via giftup.com (Stripe / Adyen)
- Google & Apple Voucher & Discount Period Support

Billing Features
- Automatically raise or lower price for existing subscribers
- Remember Payment Details (for single click purchases)
- Offer Localisation - Currency
- Offer Localisation - Geo-Target offers Per Country
- Offer Localisation - Language
- Restart Subscription

Analytics
- Billing Reports (Conversion, Churn, by country, by offer etc)
- CRM Reports (Registered Users, by country etc)
- Raw Data Exports (AWS S3) for offline processing

API & Developer Experience
- Reseller API's (Multi-tenant 3rd Party Entitlement Management)
- Custom CRM & Entitlement Integration (i.e. Telco Billing)
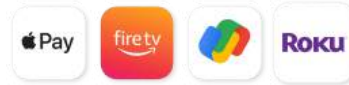
CRM & Activation

Overview

Magine Pro's CRM & Activation capabilities enable service providers to execute their customer acquisition strategy and grow their audience successfully. In addition, the tools and integrations featured allow providers to engage throughout the lifecycle of each customer.

The Magine Pro platform uses industry-standard integrations (Google Tag Manager), allowing the use of third-party tools to drive traffic to a provider's service, including direct integrations with market-leading content discovery platforms such as PlayPilot & JustWatch.

Beyond acquisition, service providers can send their users custom transactional emails for activation and onboarding via Mailchimp and Cloud Messaging. Alongside regular marketing comms and updates to keep users engaged or reactivate those unsubscribed.

Key Features & Specifications

CRM
- User Summary & Config (Parental Control, Email etc).
- Log Summary (Authorisation & Playback)
- Voucher & Promotion Code consumption
- Offer Status & History (Offer Type, Free Trial Info etc)
- Payment Status & History (Credit Card / IAP Details)
- User Segmentation

User Activation
- Transactional Emails triggered on all parts of the user journey: Registration, Successful Payment(Subscription/Transaction), Dunning, Cancellation, Subscription Re-Start.
- Custom HTML based transactions templates with localisation.
- Deep & Dynamic Linking for Android & iOS, driving users to relevant app stores automatically.

Marketing Integrations
- Daily export of users to Mailchimp audience list
- User opt-in / out of marketing communications at registration step.
- Merge Tag Fields per user, exported to Mailchimp (hours watched, last active, subscription status) for custom messaging.

Affiliate & Referral Integrations
- Integrate 3rd Party affiliate marketing tools, such as Post Affiliate Pro using Google Tag Manager
- JustWatch.com - Content Discovery & Referral Platform
- PlayPilot.com - Content Discovery & Referral Platform

App Messaging
- Firebase Messaging
- In App Messaging - targeting Android and iOS devices, with in-app banners to drive engagement (i.e. "New Movie Released)
- Cloud Messaging - targeting Android and iOS devices, with platform notifications to drive engagement (i.e. "New Movie Released
- Use of GTM, to create pop-up banners in the web-application.

API & Developer Experience
- Metadata exporter (for use with 3rd party content aggregation platforms)
- Custom CRM & Entitlement Integration (i.e. Telco Billing)