



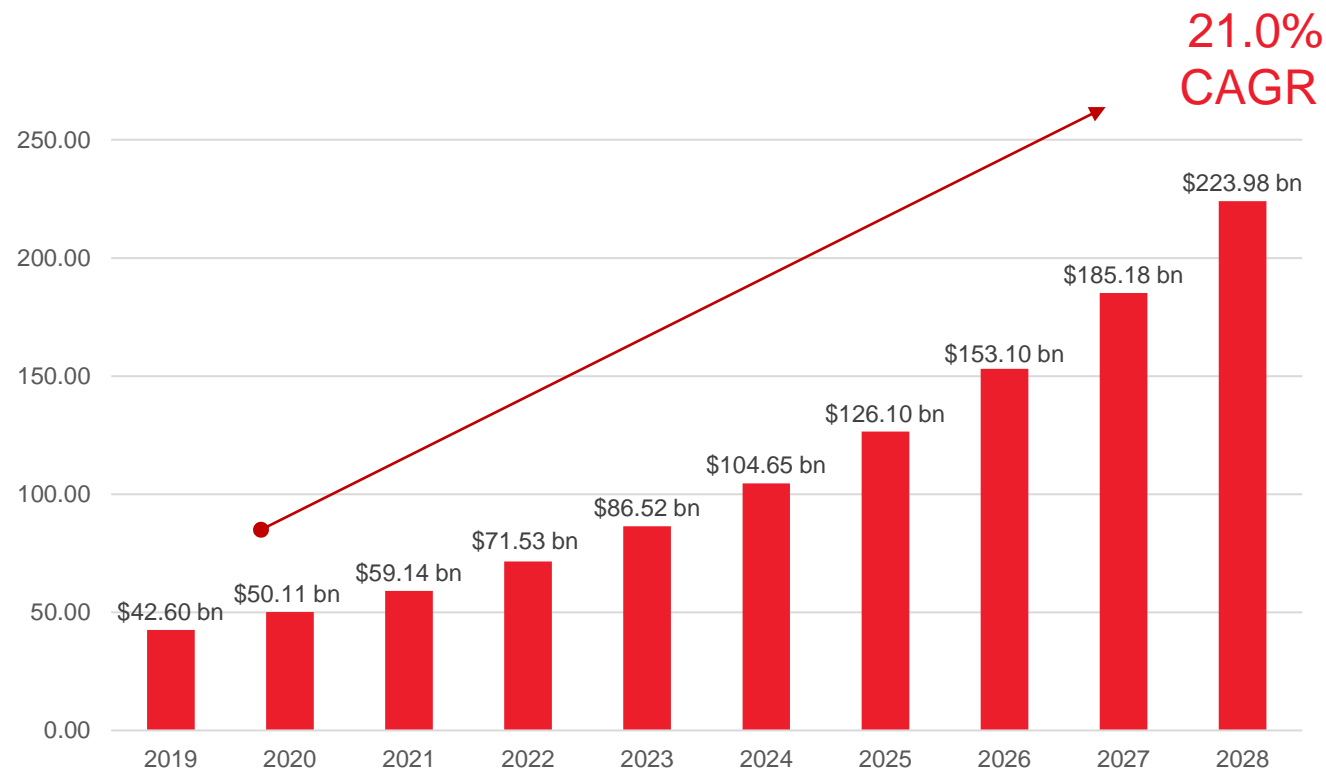
**MAINSTREAMING<sup>®</sup>**

**The Intelligent Media Delivery Company**

Content Over IP “cosa sta accadendo sulla distribuzione dei servizi OTT”

# The global video streaming market is booming

The global video streaming market is expected to reach USD 224 bn by 2028 expanding at 21.0% CAGR, representing over 75% of all Internet traffic (2020), and expected to reach 82% by 2022 (Cisco, 2020)



## GLOBAL VIDEO CDN MARKET

Global Video Content Delivery Network (CDN) Market, the backbone behind the Video Streaming, is expected to reach US\$33 bn by 2025 at a CAGR of 28.3%, representing a 23,22% of the total CDN market.

Source: [Grand View Research - Video Streaming Market Size, Share & Growth Report, 2021-2028 - February 2021](#)

Source: [Rethink TV - CDN and WebRTC Video Forecast 2020-2025 - September 2020](#)



# Vision

Movie Production, Live Production, Post Production (Cloud)

Master Cloud Storage 100 Years Guarantee

Real Time Delivery Multi Devices Everywhere

Capability to support million of concurrent viewers

Production / Movie / FILM / LIVE



Cloud Post Production



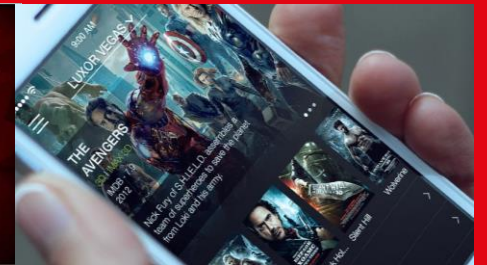
Cinema



OTT TV



Mobile 5G



## Cloud Cold Storage

Storage specifico per l'archiviazione (cold) di file master di tutte le produzioni cinematografiche, archivio protetto e sicuro garantito 100 Anni.

## Cloud Hot/Cold Storage Postproduction

Accesso ai file master, estrazione per lavorazione, archiviazione in cold storage del file Master protetto e garantito per 100 Anni.

## Media Distribution

Le major gestiscono la distribuzione in streaming del film originale ai vari attori della catena, dai cinema, broadcaster e Ott tv.

## Intelligent Media Delivery Platform

Streaming diretto su tutte le piattaforme, controllo totale del contenuto in streaming con analisi real time accessibile dalle major ed entertainment company.

## 5G Access Everywhere

Accesso ai contenuti in alta qualità su qualsiasi dispositivo ed in qualsiasi condizione durante la mobilità, in aereo, treno ed auto.

# Virtual Infrastructure Media Delivery

Ability to configure OnDemand a Virtual Infrastructure Media Delivery based on physical nodes, taking advantage of the dedicated capacity for your customer base.

## Global Private Network

All-inclusive, as-needed media delivery service for low-volume or peak distribution needs, that gives you complete governance over the streaming workflow

## Dedicated Private Network

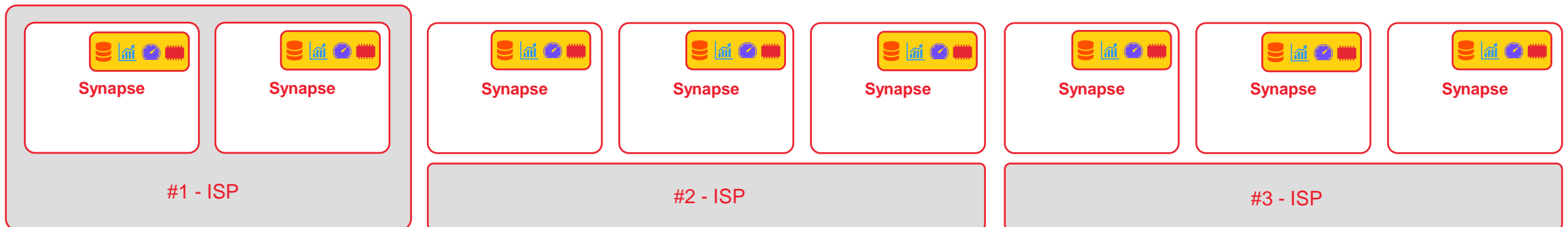
Custom implementation and management of high-volume, dedicated private distribution networks for large-scale customers. Deployment of dedicated nodes within ISP infrastructure or through peering

## Hybrid Private Network

Mix of dedicated and global private network services available according to viewer's location



## Virtual Infrastructure Media Delivery



# Use case 1: iMDP Dedicated Private Network

Dedicated Private Delivery Network built to guarantee best quality of experience and cost effective scalability

Ideal solution for pure OTT services multi-country

## Scenario

Pure **OTT service**, sport live events as main business, on-demand as additional service

## Goal

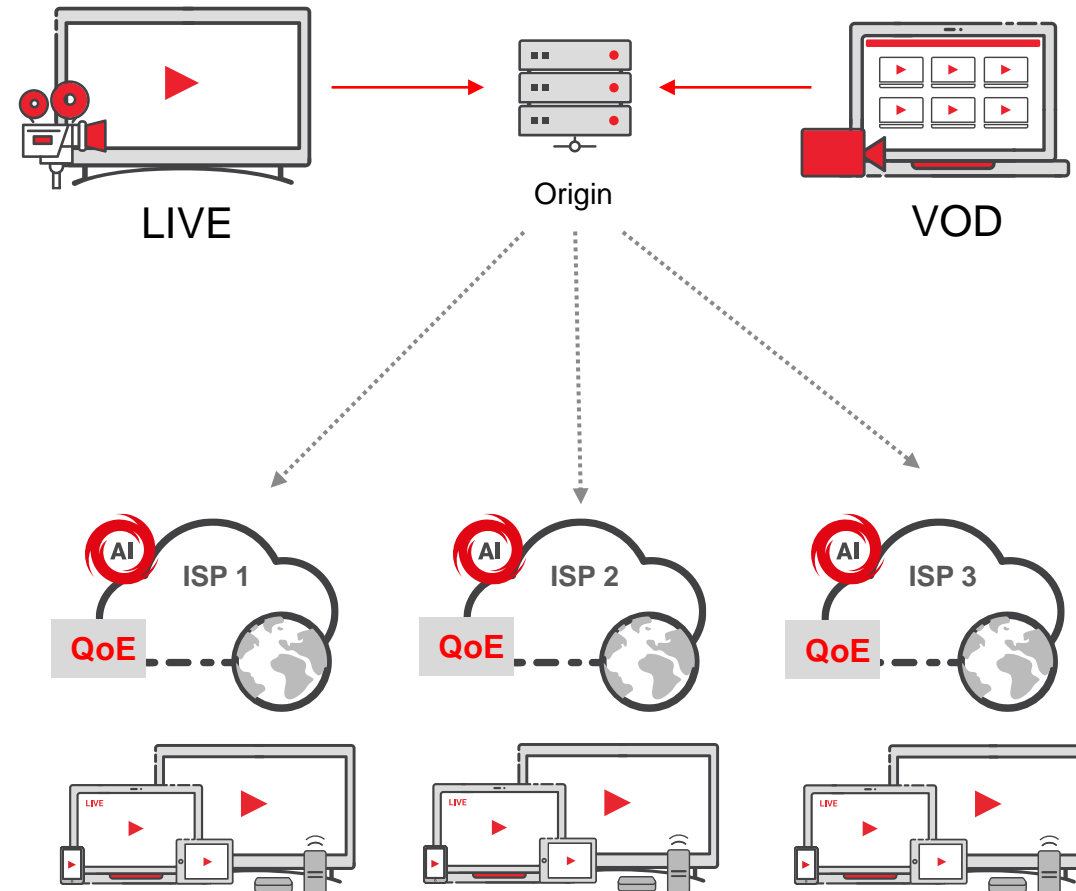
**100% premium quality service**, without interference from external factors. Infrastructure deployment growth according to Clients' plans, moving away from a "per volume" model

## The solution

**iMDP Full Dedicated Private** deployment, with POPs installed in the ISPs according to final viewers location and providers

## Benefits

- **Full governance** of the delivery process
- Highest QoE to the final viewers
- Significant call centre **complaints reduction**
- Delivery **costs control**



# Use case 2: iMDP Hybrid Private Network

Hybrid Video Delivery Network built to guarantee full governance of a complex ecosystem

Ideal solution for triple/  
quadruple play Operator

## Scenario

Triple-play Operator with Broadband, phone and TV service  
Linear channels and On-Demand service available both in-network and OTT

## Goal

Take **full control over the Video Delivery Network**, independently from the network ownership

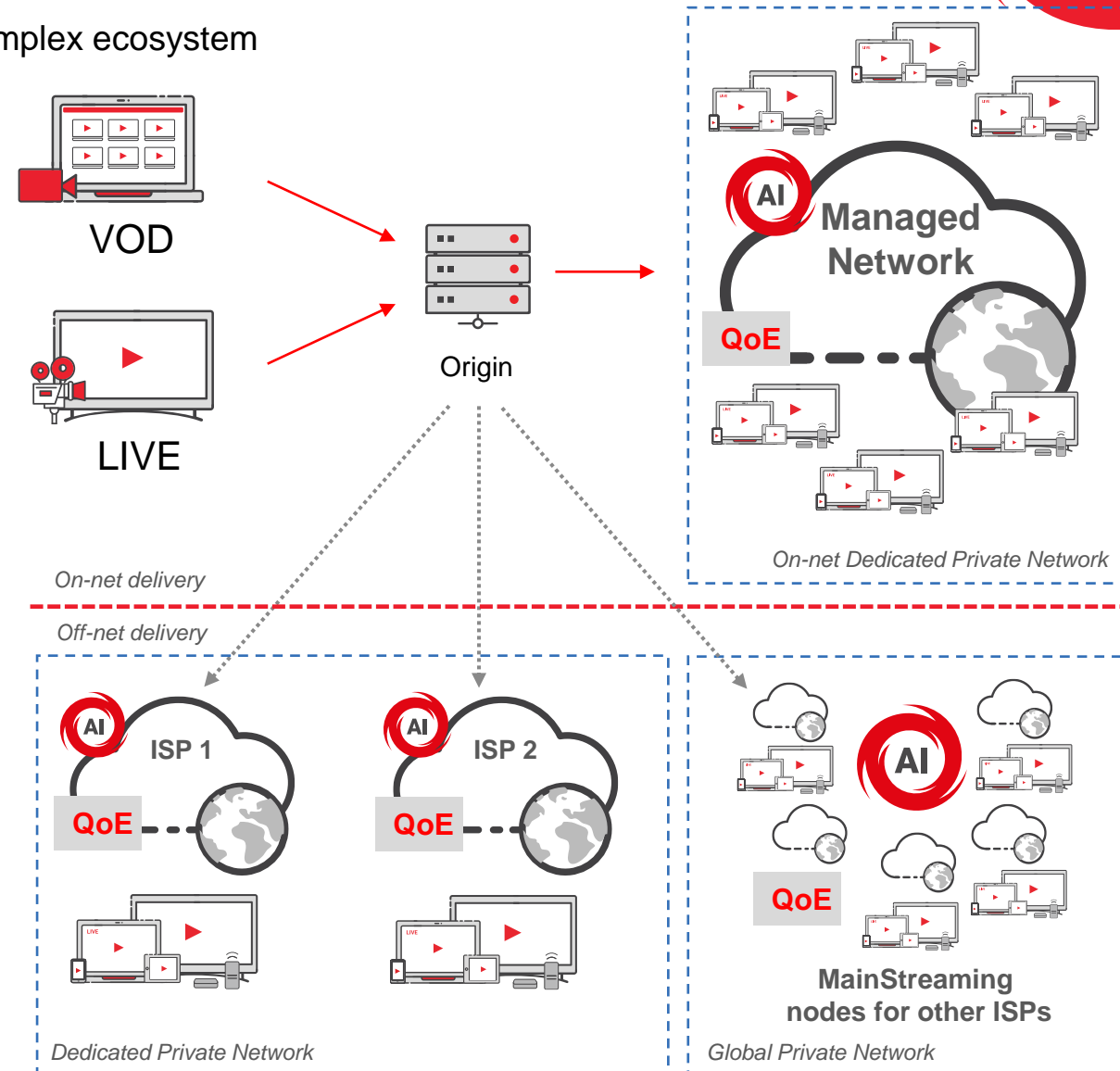
## The Solution

MainStreaming® Hybrid Private Network

- **iMDP Dedicated Private** deployments for the managed network and major service providers
- **iMDP Global Private** service for other ISPs and spill-over traffic

## Benefits

- **Total governance** over the available bandwidth no longer based on “best-effort”.
- **Flexible model** to support the transition toward a pure “Private” approach



# I About MainStreaming®

Founded in 2016, MainStreaming® is headquartered in Milan (Italy).

Founders and experienced executives form a vibrant management team, that includes experienced entrepreneurs, streaming experts and media industry executives, leading the company's expansion and growth execution plan.



Antonio Corrado

Founder  
and CEO

Serial Entrepreneur  
and Tech Expert



Giovanni Proscia

Founder  
and CTO

15+ years of Tech  
experience in IT and  
Telecommunications



Philippe Tripodi

Founder and  
COO Product

Serial Entrepreneur  
and Innovation Expert



Alessandro Tucci

COO Business  
Development

Media Executive,  
Former Senior VP  
Corporate  
Development Europe &  
Asia at  
21st Century Fox

## Investors



## Awards





| Thank you!

Email: *antonio.corrado@mainstreaming.tv*

Office: *+39 02 868 969*

Milan | London | Paris | New York | San Francisco

