



MEDIASCALE™ IPTV Platform

Reliable. Flexible.
Simplified.

MEDIA SCALE

The **MediaScale™ IPTV Solution** is a scalable, carrier-grade CDN platform that supports both VOD and Linear Live IPTV, including Start Over, Catch Up and storage efficient Network DVR. MediaScale allows operators to modernize video operations incrementally—minimizing risk while maximizing reuse of existing infrastructure and expertise.

MediaScale integrates into an open, best-of-breed partner ecosystem, giving operators the flexibility to select and evolve middleware, DRM, analytics, advertising, and UX components as requirements change. This modular approach enables faster service innovation, supports advanced monetization strategies, and reduces operational complexity. With proven performance at scale, MediaScale delivers the reliability operators expect while enabling a simplified path to next-generation video services.

Reliable

MediaScale IPTV has been delivering Live, SOCU and nDVR content since 2017 to over 1 million subscribers, across 4000+ channels, and with over 4Tbps of egress capacity.

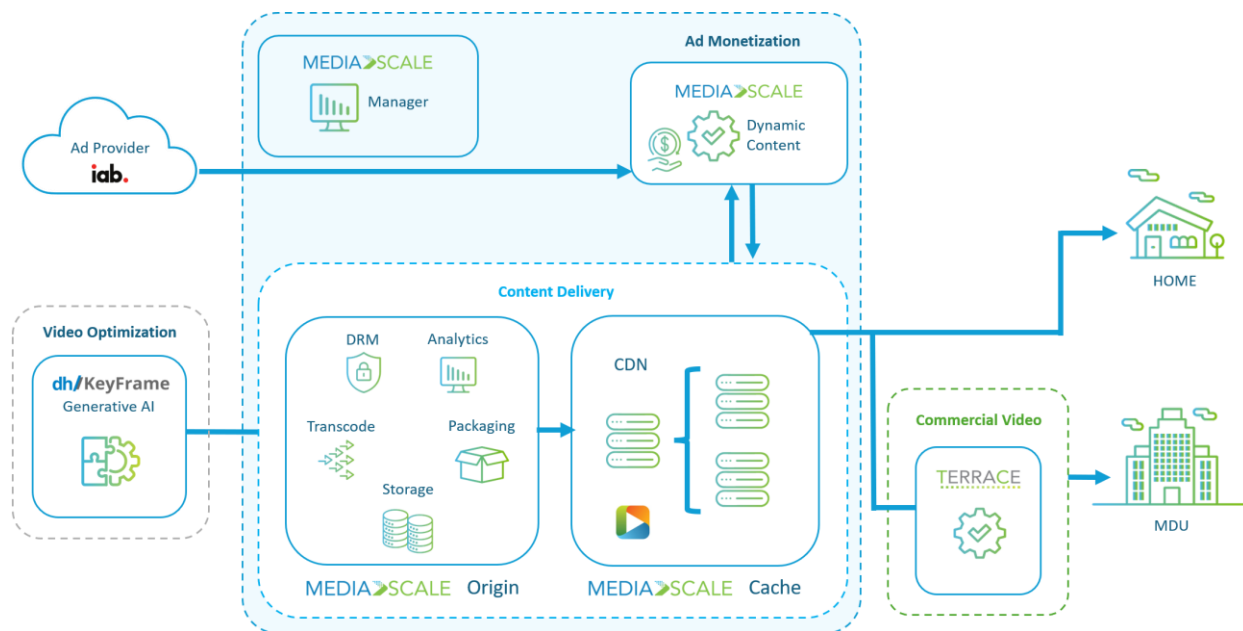
Flexible

MediaScale's flexible deployment architectures and APIs support seamless integration to your existing Back Office, Transcoder and Video Playout systems.

Simplified

Built upon Open Standards and Open-Source components, MediaScale IPTV's decoupled architecture ensures that your video delivery ecosystem is never more complex than required.

MediaScale IPTV Ecosystem



Content Delivery

MEDIASCALE

Optimize QoE and delivery for live, nDVR, time-shifted TV, and VoD with powerful ingest, processing, protection, and streaming via a world class private CDN. Rich GUIs for observability and platform management.

Cache

- Mid-Tier and edge CDN
- Intelligent routing
- Optimize QoE and network
- Serve any size workload
- Resilient traffic routing

Origin

- Linear, time-shift, and nDVR
- Storage efficient DVR
- HLS & DASH (including LL DASH)
- Broad support for VoD
- Unified RTSP and IP delivery

Manager

- Full platform management
- Workflow based GUI
- User ACLs & auditing
- Programmatic API for scripting & automation

Monitoring Tools

- Full platform observability
- Configurable dashboards
- Metrics and logs supported
- Alerts and reports from platform data

Ad MonetizationPowered by
 **CADENT**

Personalize content at the edge with dynamic ad insertion across linear replication and fully addressable use cases

Dynamic Content

- Server-side ad insertion
- Blackouts
- Alternate content
- Linear replication
- Server-Side beacon tracking
- Client-Side beacon tracking
- Schedule & ad ingestion workflow mgmt
- Built-in ad transcoder
- High density on-prem deployments
- Flexible edge compute deployments
- Containerized and cloud-friendly
- Targeted & programmer addressable

Video Optimization

dh/KeyFrame

Setting the new standard for video quality, bitrate reduction, and cost optimization for live broadcast, video on demand, and streaming applications

dh/KeyFrame

- Generative AI
- Enables significant bitrate reduction
- Above-source quality
- Low latency delivery
- Seamless integration
- De-noise, De-artifact, Anti-alias
- Codec-agnostic
- Appliance- or cloud-based
- Ethernet or SDI
- Transcoder agnostic
- 4k upsampling
- SDR to HDR conversion

Commercial Video

Efficient, cost-effective, and secure delivery of bulk video services to commercial properties

TERRACE

Terrace IQ

- 60+ IPTV streams to legacy QAM
- Bulk ABR to QAM (HLS/Verimatrix & DASH/Widevine)
- Encrypted to the screen with Pro:Idiom or AES
- Built-in content guide