



MAINSTREAMING[®]

We Stream the Future

| The video [R]evolution

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Video streaming, online gaming and esports have rapidly become the new methods of communication and entertainment over the internet.

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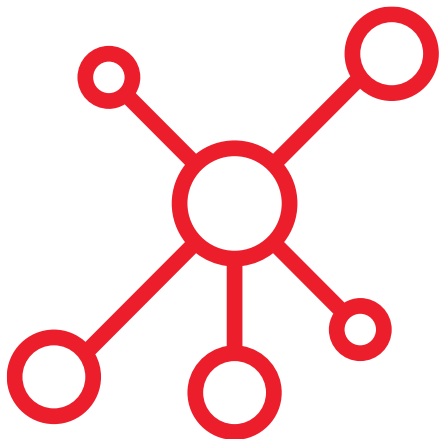
As streaming video became the new standard, delivery infrastructures need control and transparency over the entire streaming process.

3

Unfortunately, the infrastructure used to deliver online video and gaming today was never designed for high-bandwidth streaming. For this reason, when millions of users request the same streaming segments, that make up 70% of web traffic today, concurrent capacity is challenged.

Traditional broadcasters that don't want to be left out of the market, have to move fast to this new model of business and technology

| The Problem: Delivery networks not designed for video



Platforms in the 90s were designed for static content (text and images)

Today's media industry issues:

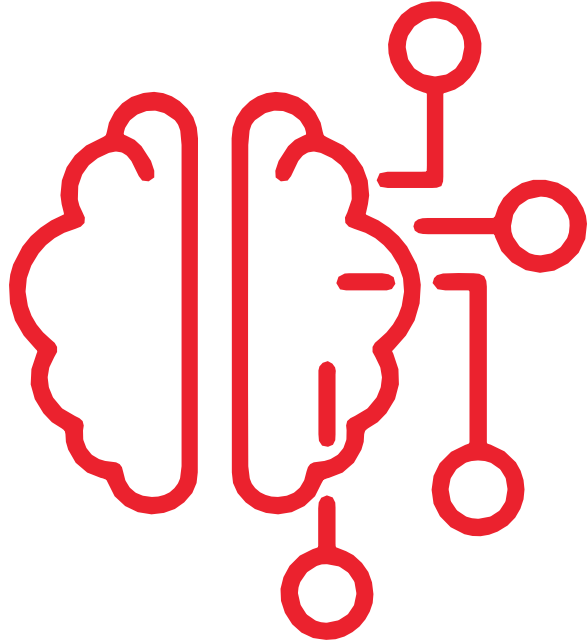
Content Owner Governance

- Limited streaming transparency & control that result in network saturation and poor governance
- Lack of delivery performance data (low QoS)
- Best effort approach
- Bad economics, ROI

Consumer QoE

- Latency (e.g. live broadcasts)
- Low content quality
- Buffering

| Our Solution: Intelligent Media Delivery Platform



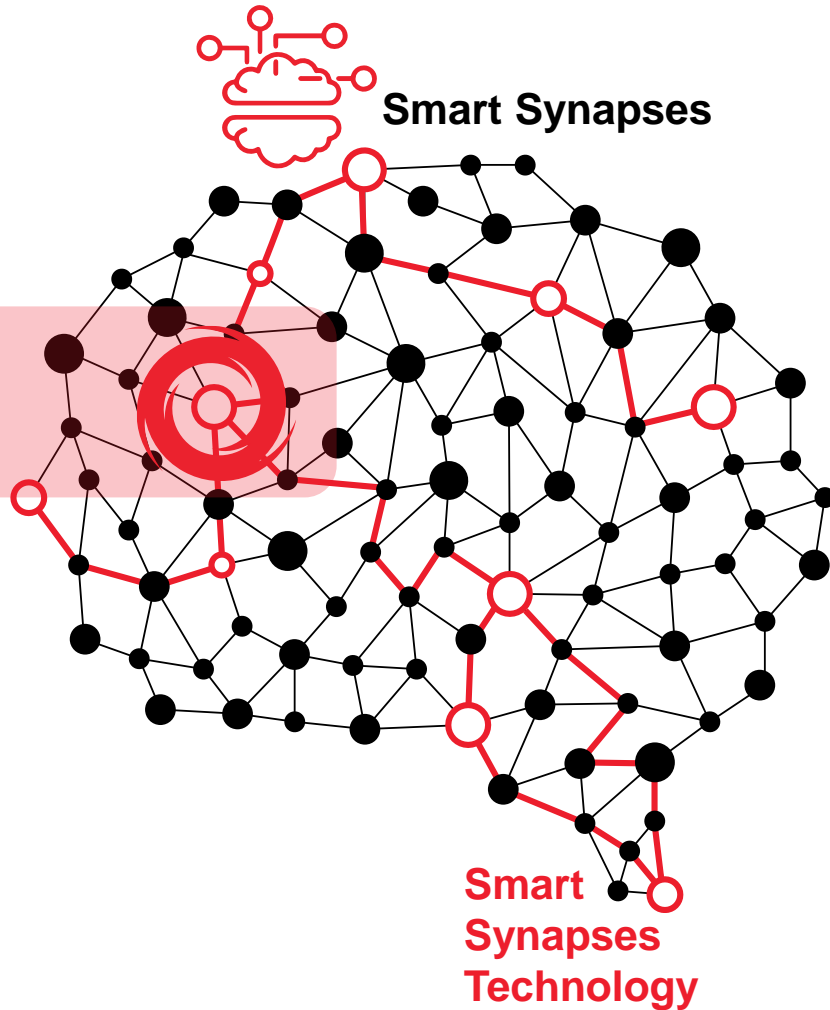
AI-powered Smart Synapses are the core of iMDP. Synaptic connections form the next generation in distributed video delivery.

Intelligent Media Delivery Platform
powered by Smart Synapses

The AI-powered media delivery system enables:

- Full transparency and control over the streaming process
- Proactive real-time delivery management (for best QoS)
- Highest quality of experience (QoE) for viewers
- Best economics, ROI for Content Owners

| MainStreaming® iMD Platform



MainStreaming intelligent Media Delivery Platform

A single integrated platform that improves the quality of experience of the viewers through AI technology.

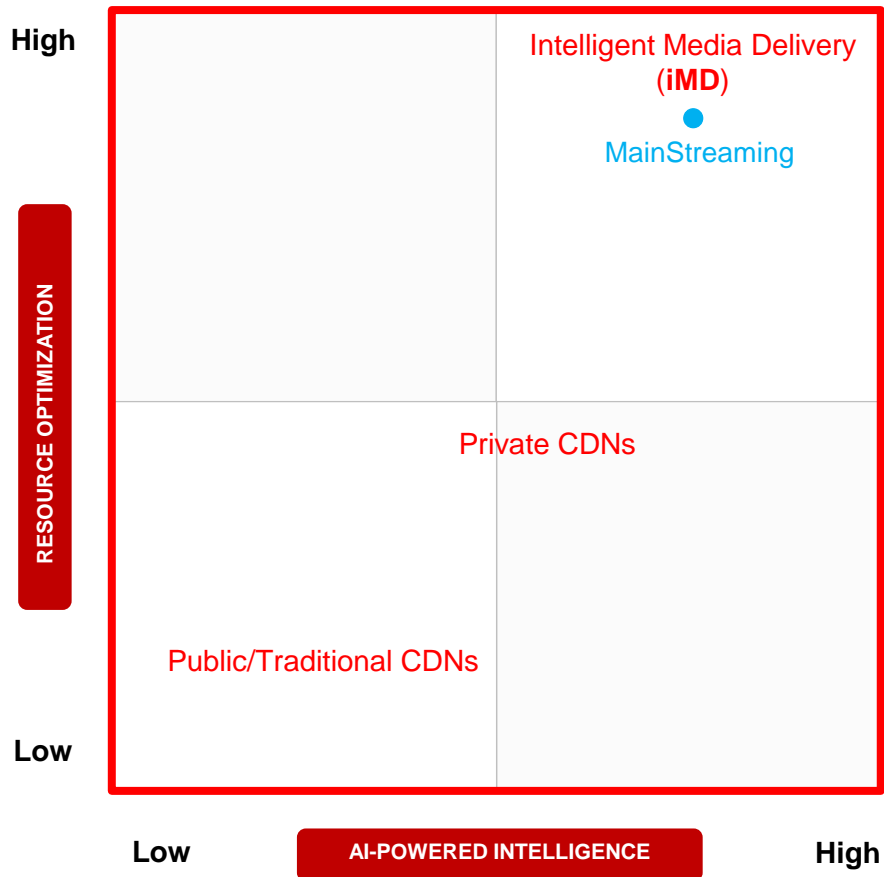
MainStreaming (iMDP) make real-time decisions based on a continuous flow of metrics about the QoE of each viewer.

iMDP is powered by proprietary **Smart Synapses technologies**:

- HTULL Protocol
- AI Cache Filling
- Proprietary Parallel Computing
- ADP Adaptive Delivery Path

Thanks to this set of technologies, MainStreaming created the iMDP products that guarantee full governance of the streaming process with the highest QoS and the best ROI.

A New Category: Intelligent Media Delivery (iMD)



Introducing a new category defined by:

- **AI-powered Intelligence (QoE)**
 - **Full transparency and control** over the streaming process
 - Ability to **analyze data and take actions** on the streaming
 - Realtime AI powered **delivery for the best QoE**
 - Capability to **support million of concurrent viewers**
- **Maximum Resource Optimization (ROI)**
 - **Scalable and flexible** solution
 - **Financially sustainable** business model
 - **Optimized consumption** of energy resources

| MainStreaming® iMD benefits



MainStreaming Intelligent Media Delivery Platform (iMDP) enables Content Owners to deliver the **highest quality of experience** at all times

- **one integrated platform**, from ingest to the delivery to the end-user
- **designed specifically for video**, esports and online gaming delivery
- collects QoE metrics of each single viewer, data from third party systems and CDNs
- enables **complete management and delivery control** over the entire streaming workflow

iMDP powered by the latest AI technology offers best QoE to the final viewer

- **zero latency** (e.g. no latency during live sport events)
- **no more buffering**, pixeling and start time delay
- **best viewing experience** for UHD/4K

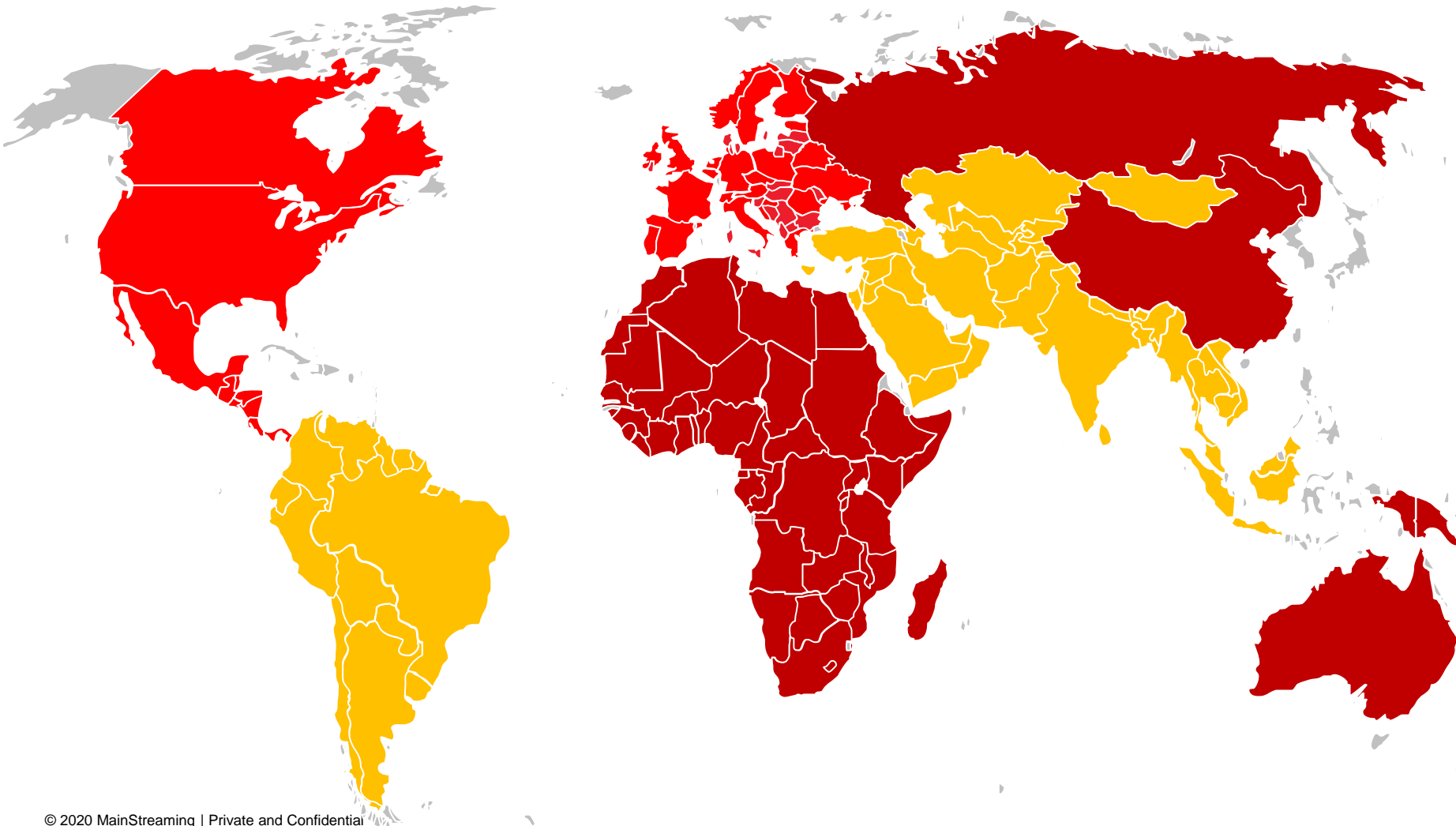
iMDP offers the best economics and ROI for Content Providers

- ensures a **profitable and cost effective business model flow** for content providers, ISPs and end-users
- **cost savings up to 70% for private streaming services**
- **energy reduction** up to 50%

MainStreaming® Smart Synapses Network

MainStreaming High Performance Smart Synapses Network

Our proprietary network and technology allow our clients to have a true 1-Hop experience delivered by one of the largest peered network in the world [8th (IPv4) 6th (IPv6)]



IPv4 Adjacencies		
ASN	Name	Count
AS6939	Hurricane Electric LLC	8,492
AS24482	SG.GS	6,266
AS174	Cogent Communications	6,199
AS3356	Level 3 Parent, LLC	5,804
AS3549	Level 3 Communication, Inc. (GBLX)	5,797
AS36236	NetActuate, Inc	4,976
AS199524	G-Core Labs S.A.	4,458
AS51185	Onecom Global Communications LTD	4,241
AS57463	NetIX Communications Ltd.	4,039
AS61568	ALOO TELECOM - FSF TECNOLOGIA SA	3,796

IPv6 Adjacencies		
ASN	Name	Count
AS6939	Hurricane Electric LLC	8,492
AS24482	SG.GS	4,211
AS36236	NetActuate, Inc	3,526
AS199524	G-Core Labs S.A.	2,738
AS6233	xTom	2,696
AS51185	Onecom Global Communications LTD	2,486
AS13786	Seabras 1 USA, LLC	2,438
AS174	Cogent Communications	2,252
AS57695	Misaka Network, Inc.	2,248
AS28186	ITS TELECOMUNICACOES LTDA	2,146

- Existing iMDP Smart Synapses coverage
- 2022 incremental iMDP Smart Synapses coverage
- 2023 incremental iMDP Smart Synapses coverage

MainStreaming® iMDP Solution

PRODUCTS



Media Manager

An all-in-one, user-friendly platform that gives you complete control over the streaming process and the ability to upload, encode, manage and publish the content



Smart Origin

Reduces origin traffic, prevents congestion, decreases costs, monitors stability, increases stream efficiency and protects the Origin through AI technology



AI Media Delivery

AI powered real-time media delivery network infrastructure that increases delivery reliability, lowers latency and prevents congestion, guaranteeing the highest quality of experience for viewers



AI Orchestrator

Coordinates all resources between the Smart Synapses and/or other CDNs in the streaming workflow to deliver the best quality of experience in the most efficient way



Ultra Fast Encoding

Up to 15x faster than other solutions, fully compatible with current and legacy file formats for on-demand video



Meta View Analytics

Advanced analytics for real-time performance and engagement analysis to visualize quality of experience KPIs

Smart Synapses technologies

HTULL Protocol | AI Cache Filling | Parallel Computing | ADP Adaptive Delivery Path

MainStreaming iMDP

The complete AI streaming solution, based on Smart Synapses proprietary technologies, that enables and manages the entire media origination and distribution process

- Overcomes issues associated with live streaming at scale, by maintaining extremely high quality of video streaming and audio with no delay or disruptions.
- Integrable with existing infrastructures and media generation/distribution flows via APIs
- Offers full visibility, control and governance over the entire workflow and distribution process
- Minimizes energy consumption and management costs

DELIVERY

Global

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

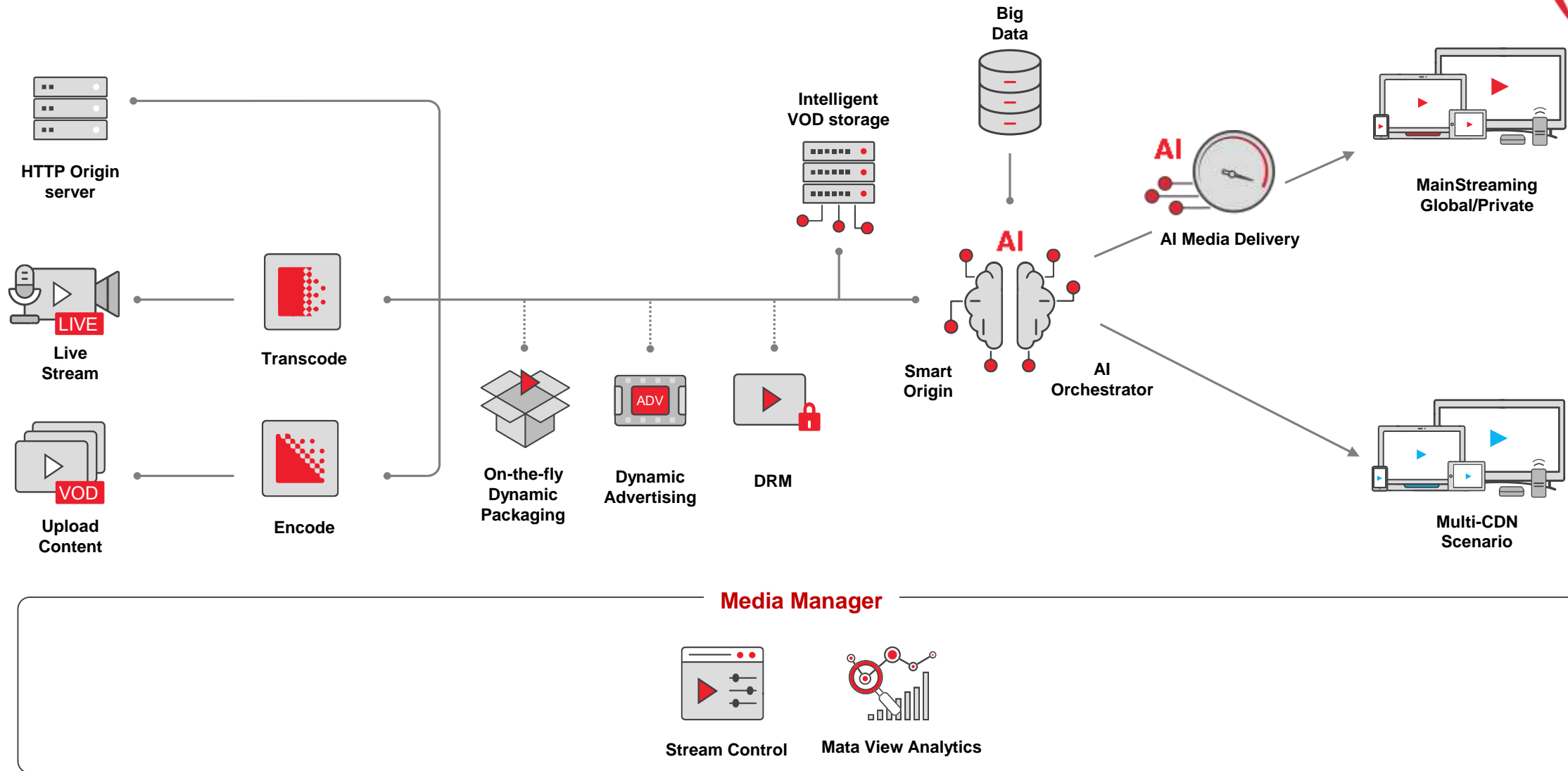
Private

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

Hybrid

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

MainStreaming® iMDP Workflow



MainStreaming® iMDP: Application Areas

APPLICATION AREAS

Media and Entertainment

Telco

Enterprise

PACKS







Core Private Core Global

Business

Hyper Events Hyper Music Hyper Publisher
Hyper Radio Hyper Cinema One24 LIVE

PRODUCTS

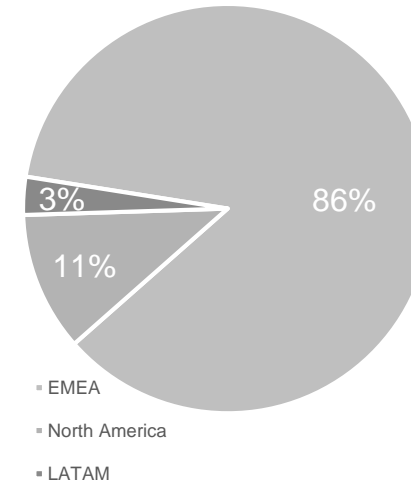
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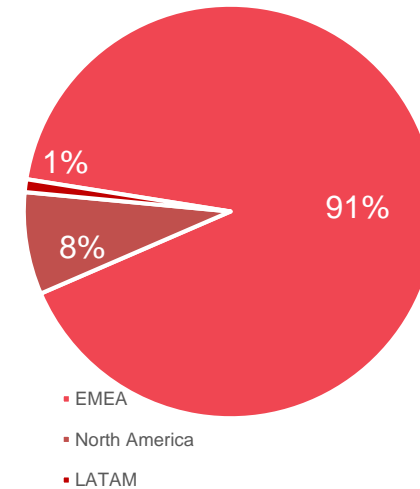
| MainStreaming® International Presence



Turnover by # of Clients



Turnover by Region



Awards



| About MainStreaming®

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

The team is a winning mix of young developers and experienced business development and marketing managers.

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



MAINSTREAMING[®]

The Intelligent Media Delivery Company

Milan | London | Paris | New York | San Francisco

