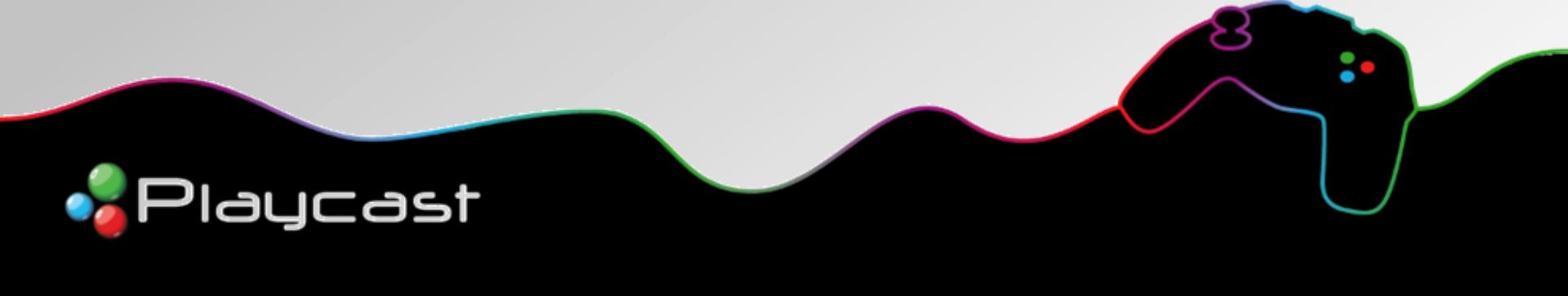


Playcast Media Systems

Natan Peterfreund, CTO



Playcast brings Next Generation games Directly to TVs



**Streaming Game's Audio-Visual content as Digital Video to
existing set top boxes**

Company Background

- Founded in 2007
- HQ in Israel, Media and sales office in London, UK
- Technological milestones:
 - First system on live cable network: Feb, 2008
 - First large scale system: July 2009
 - First OTT system: August 2010
- Media:
 - Content from Activision, EA, Disney, Atari, THQ, Capcom, Codemasters and more
 - Content including new releases, back catalog, classics



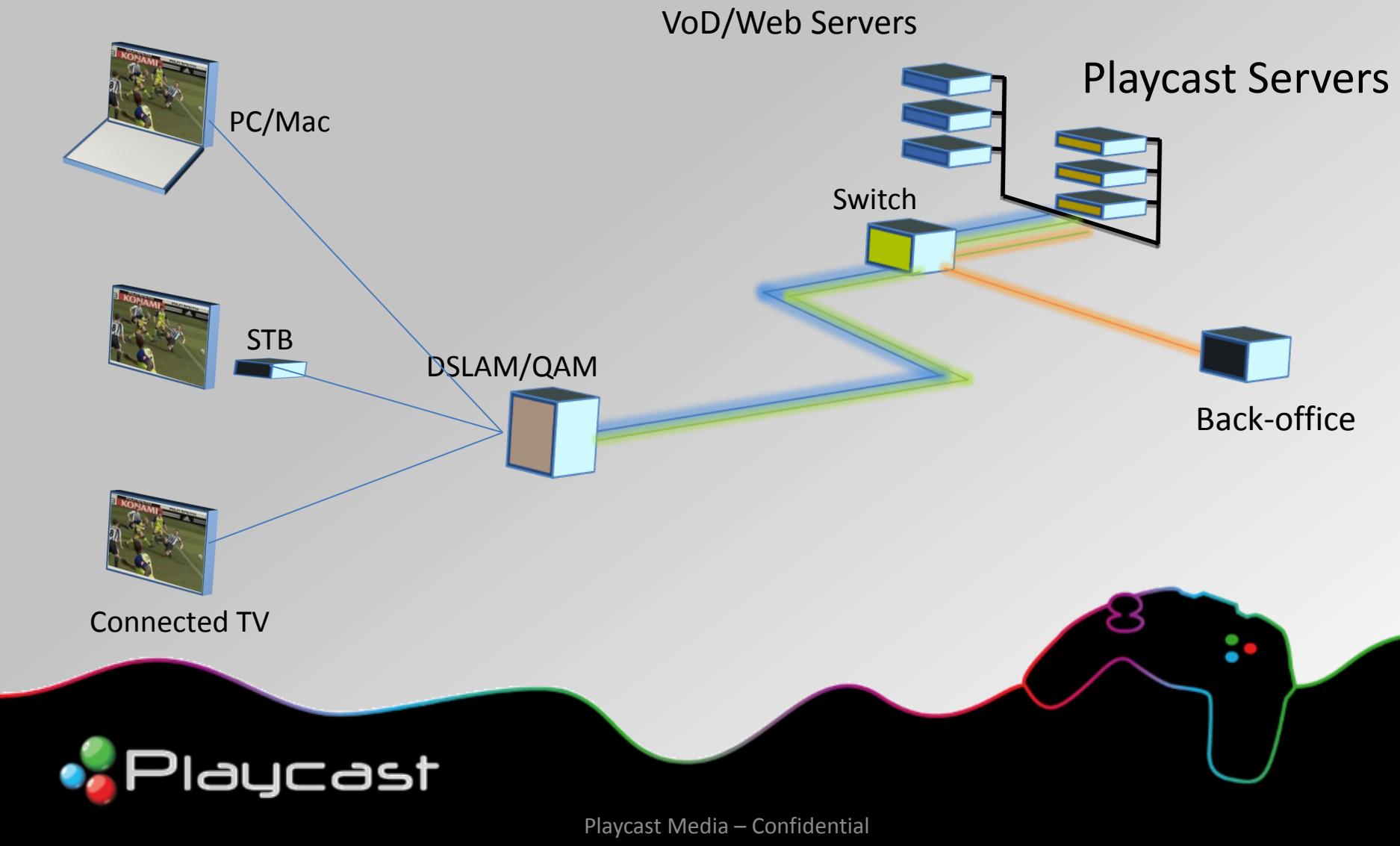
Business Model

- Playcast provides Video game TV channel to Pay TV platforms (Cable, IPTV, Hybrid DTH)
 - Complete solution, including: content, streaming systems and channel operation
 - Integration with existing billing system (cable/Telco bill)
 - Channel placed in on-demand portal or linear channel
 - Operators responsible for gamepads, marketing, call center
- Revenue sharing

Customer proposition

- Main drivers:
 - Value for money: bringing TV entertainment prices to games
 - Availability and spontaneity of TV
 - Content push and programming
- Packaging models
 - Basic pack: 15 – 20 games - \$ 10/month (unlimited play)
 - CPS: 4-5 games free with premium packages (unlimited play)
 - Thematic package (Sports, Kids etc): \$ 5
 - A la cart: \$2.5 for 24 hrs
 - Premium games subscription: \$2- \$10 per month (unlimited play)

System overview



Technology Challenges

- **Interactivity**
 - Minimal Round trip delay
- **Scalability**
 - Scalability

and

- **Compression quality**

Technology overview

- **Video processing**
 - Standard MPEG video output (MPEG2/H.264, SD or HD)
 - Combined rendering and real-time encoding (sub-frame speeds)
 - Software based solution (Intel/AMD and Nvidia GPU)
 - Off-the shelf video games (use consumer copy - no SDK, code change etc.)
- **Virtualization System**
 - Dynamic resource allocation for high stream density
 - Virtual disk and user profile management in real time
 - 1 x 19" rack serves ~20,000 subscribers
- **System integration**
 - Integration with existing STB and Middleware
 - Integration with management, back office and billing systems



Playcast

Thank You

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