

Quortex Solutions for Distribution, Streaming & Delivery

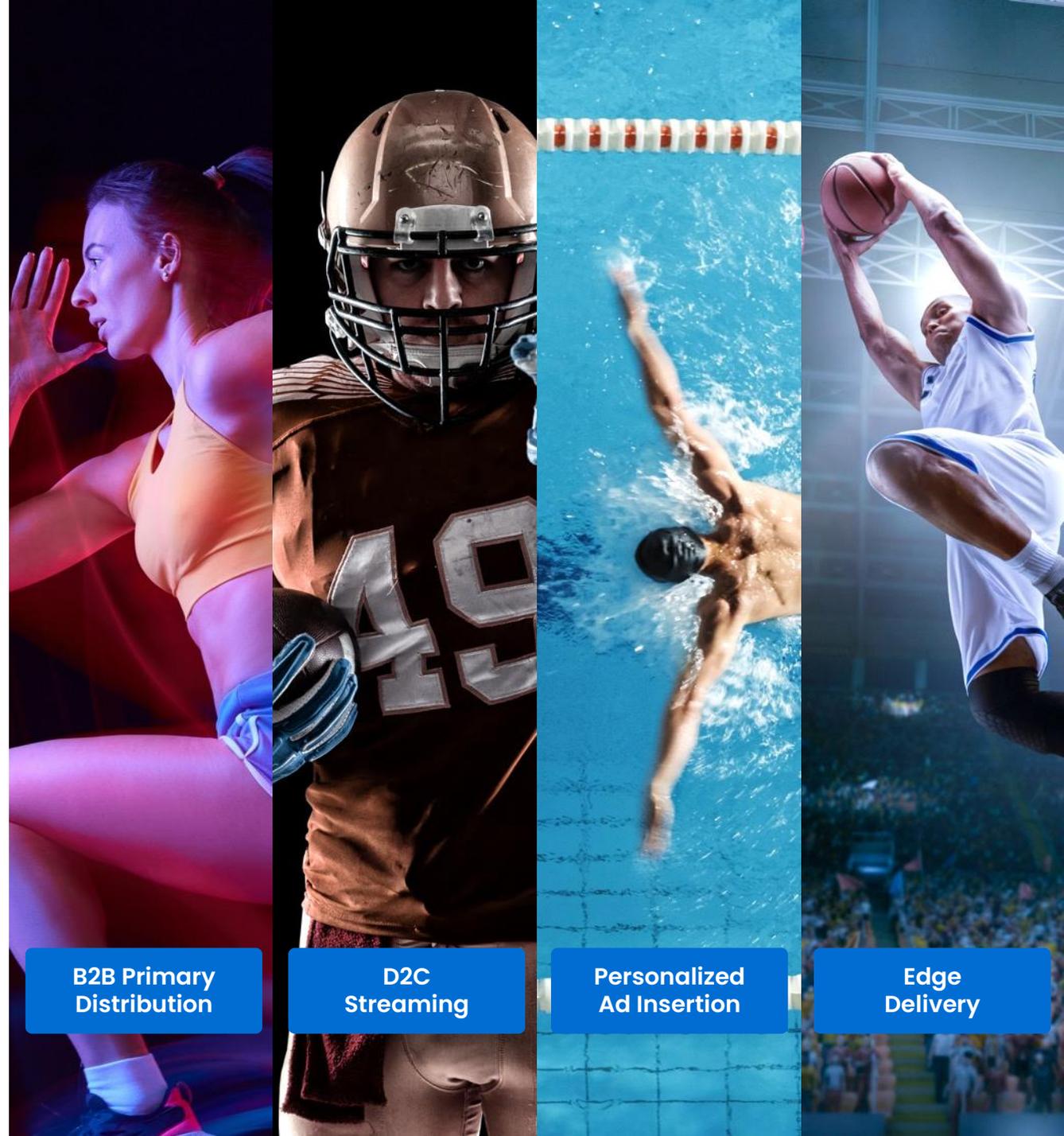
Powering Broadcasters, Content Owners
& Operators in the Cloud

Timur Yusupov
October 2025



Agenda

- 1 Who we are
- 2 The Case for Quortex
- 3 The Quortex Offerings
- 4 The Quortex Technology
- 5 The Value Quortex Delivers
- 6 Real World Quortex Applications



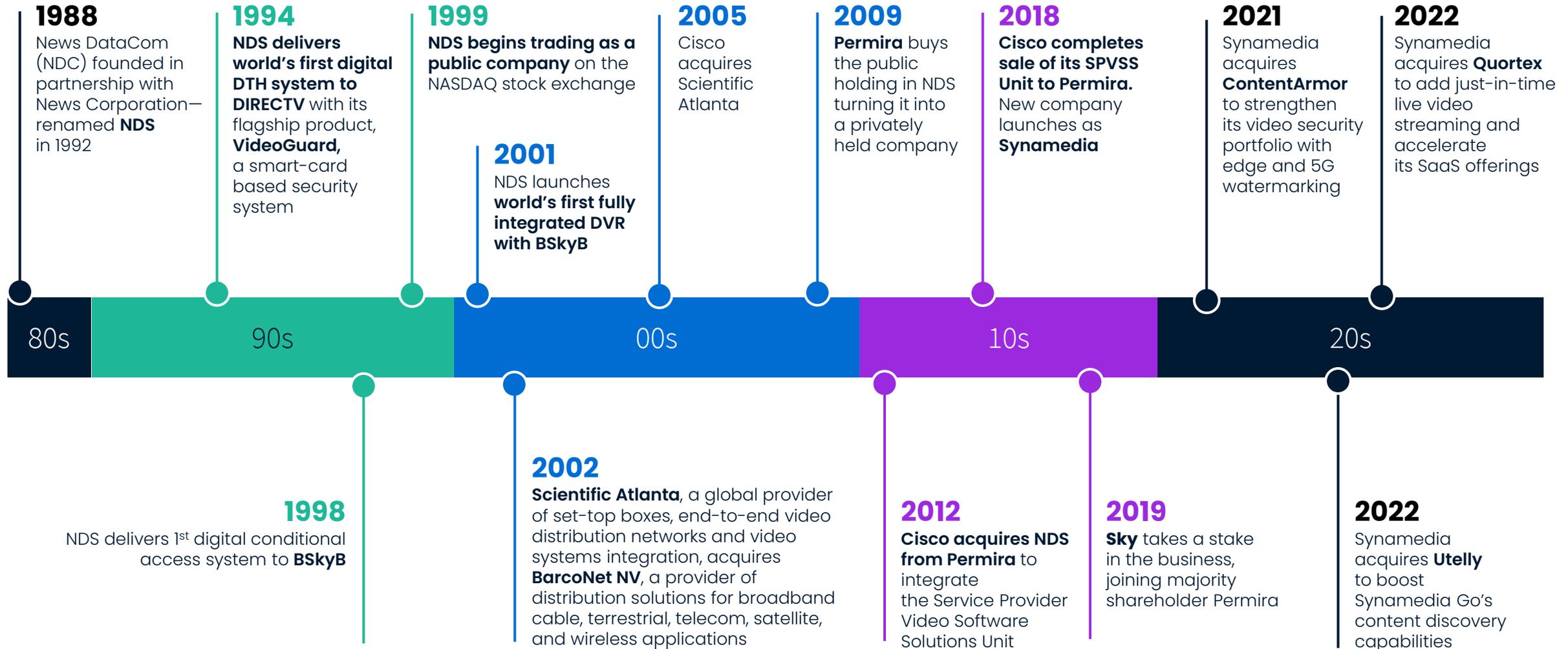
B2B Primary Distribution

D2C Streaming

Personalized Ad Insertion

Edge Delivery

Our Milestones



Synamedia at a Glance

Business Segments

Media Technologies

- Set-Top Box Smartcards
- Video Middleware

Media Cloud Services

- Cloud Video Platform
- Content Security
- Advertising
- Business Insights

Video Network

- Video Distribution
- Processing & Compression
- Storage, Transport
- Edge CDN Delivery

By The Numbers

100M+
Viewers reached daily

30+
Years of expertise

1,000+
Total customers

10+ yrs
Avg. tenure for tier 1 customers

~2700
Employees, 450+ in VN

Selected Customers



Video Network Overview



1000+ customers worldwide



Reaching 100M viewers daily



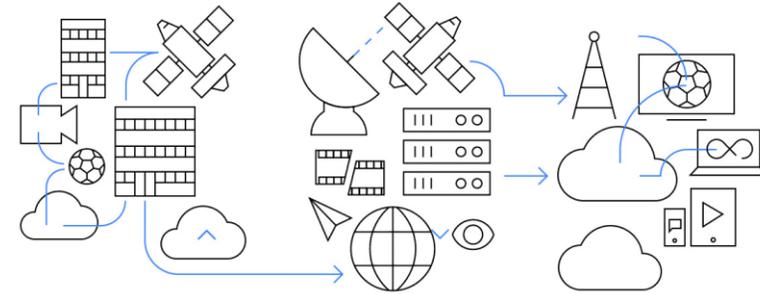
Processing over 100Tbps on Satellite



Securely delivering 1M TV channels



Video Network



Distribution

Processing

Delivery



450 people in Video Network BU



Global presence in Sales and R&D



50+ patents awarded 200 pending



30+ Years of Video experience

VN Customer Market Segmentation

Our portfolio covers a broad range of customers

Broadcasters

Traditionally distributes Linear TV B2B

- Broadcasters
- Content Providers
- Managed Service Providers

-
- Discovery
 - ESPN
 - NBC
 - Arqiva

PayTV

Delivers Linear TV and OTT Services to Viewers

- PayTV satellite
- PayTV telco
- PayTV cable
- PayTV streaming

-
- Charter
 - Comcast
 - Dish
 - Yes

Content / Rights Owners

Create & Own Content

- Sports rights holder
- Sports team / franchise owner
- Non-sports content owner
- eSports owner

-
- NFL
 - Formula 1
 - NBA
 - FIFA
 - New York Yankees
 - Real Madrid
 - BBC
 - Disney

OTT Operators

Streams Content to Viewers over the Internet

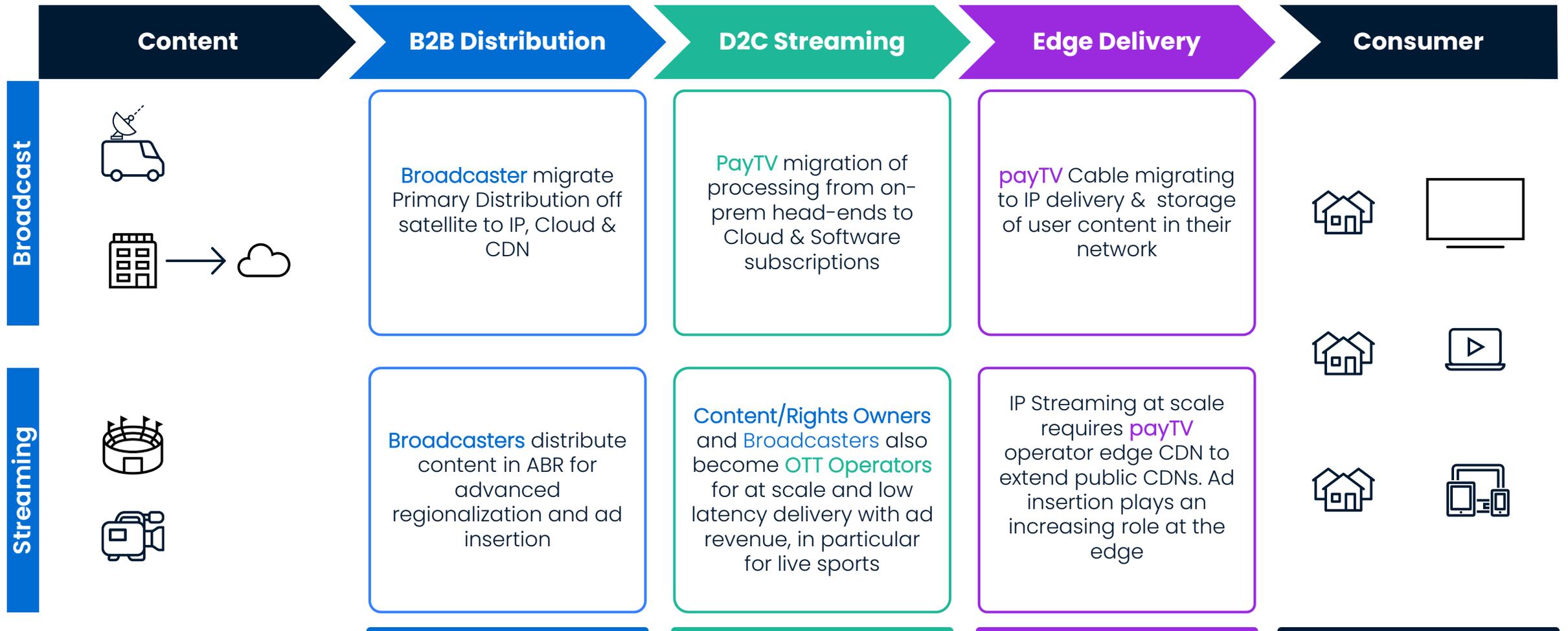
- Content/Right owners going D2C
- Broadcasters going D2C
- Native OTT aggregator/operators

-
- Max
 - ESPN+
 - Peacock
 - FIFA+
 - Apple TV
 - Hulu
 - Netflix
 - DAZN

Streaming is the primary way the world watches television

VN Key Customer & Market Trends

What... are our customers investing in?

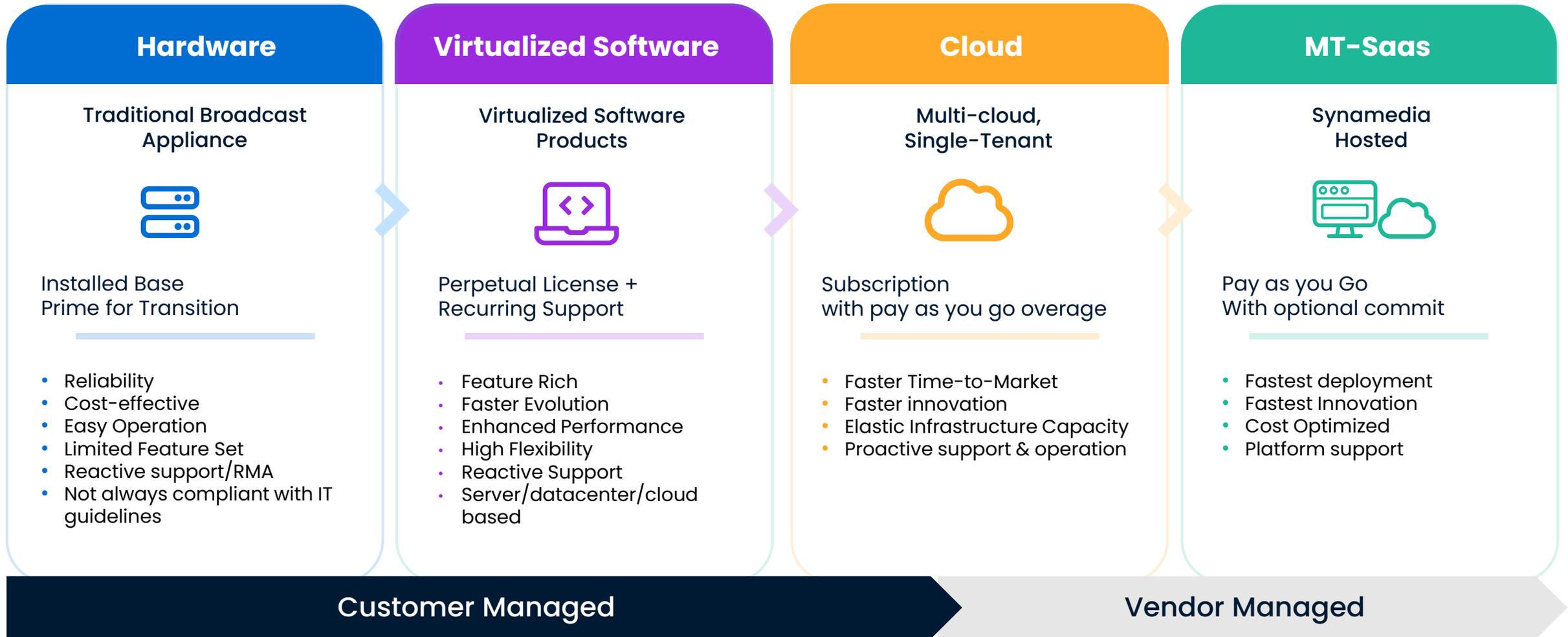


The Case for Quortex

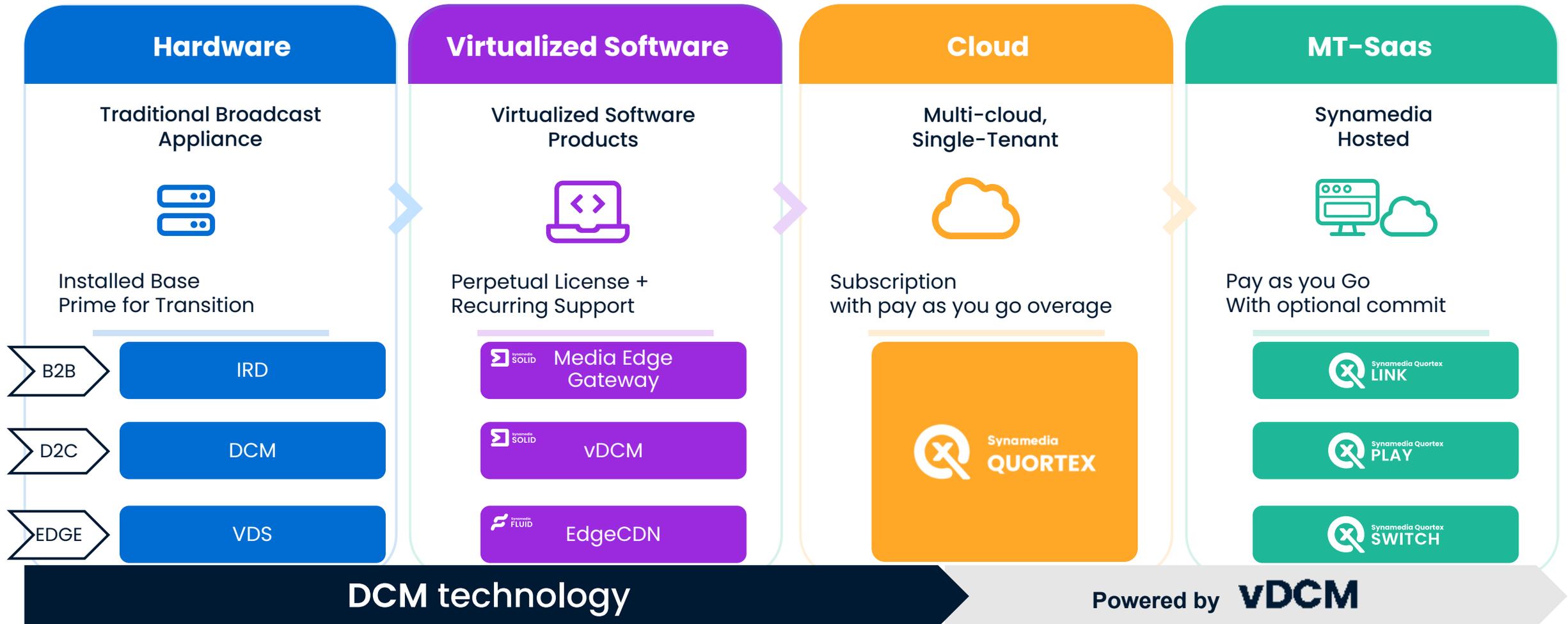
The market shift and why Quortex matters

We are the cloud transition company

Helping You Embrace the Cloud, When and How it Makes Sense

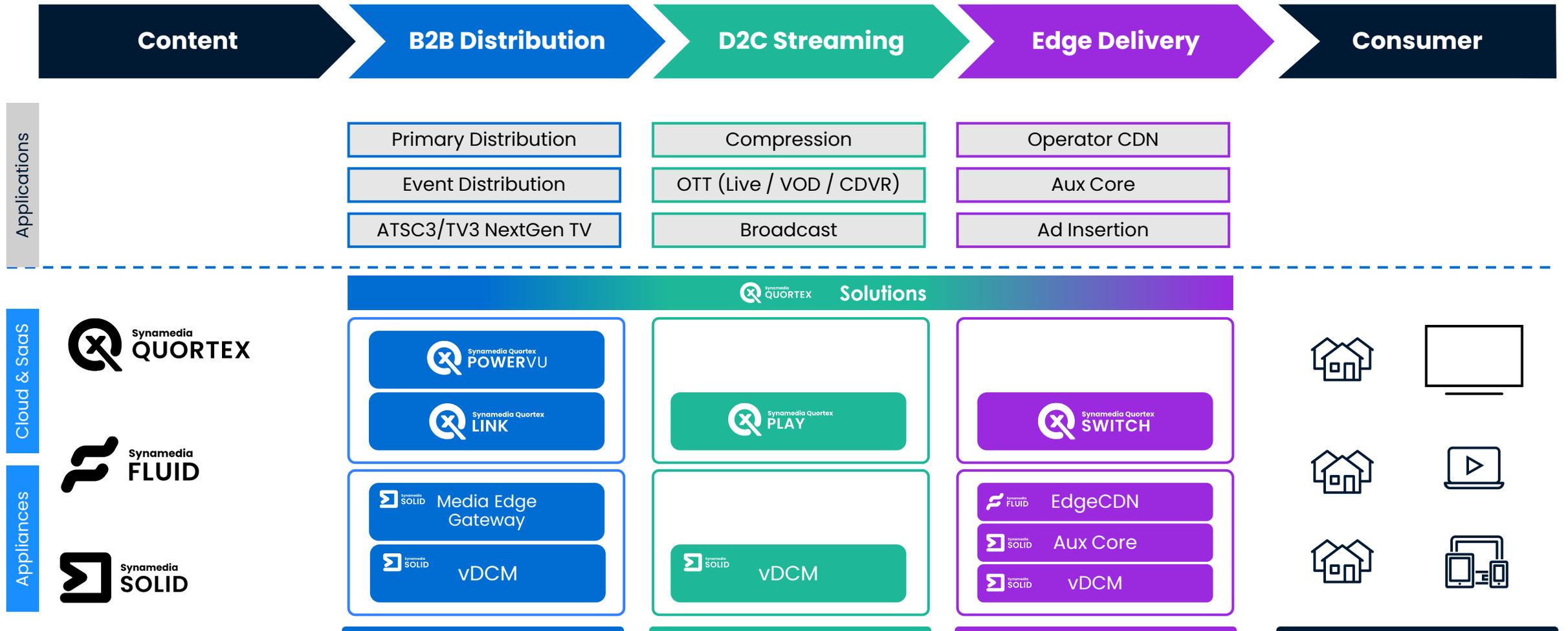


Leveraging our Key Tech in the Transition to Cloud



Video Network Portfolio

Enabling the transition to cloud & SaaS



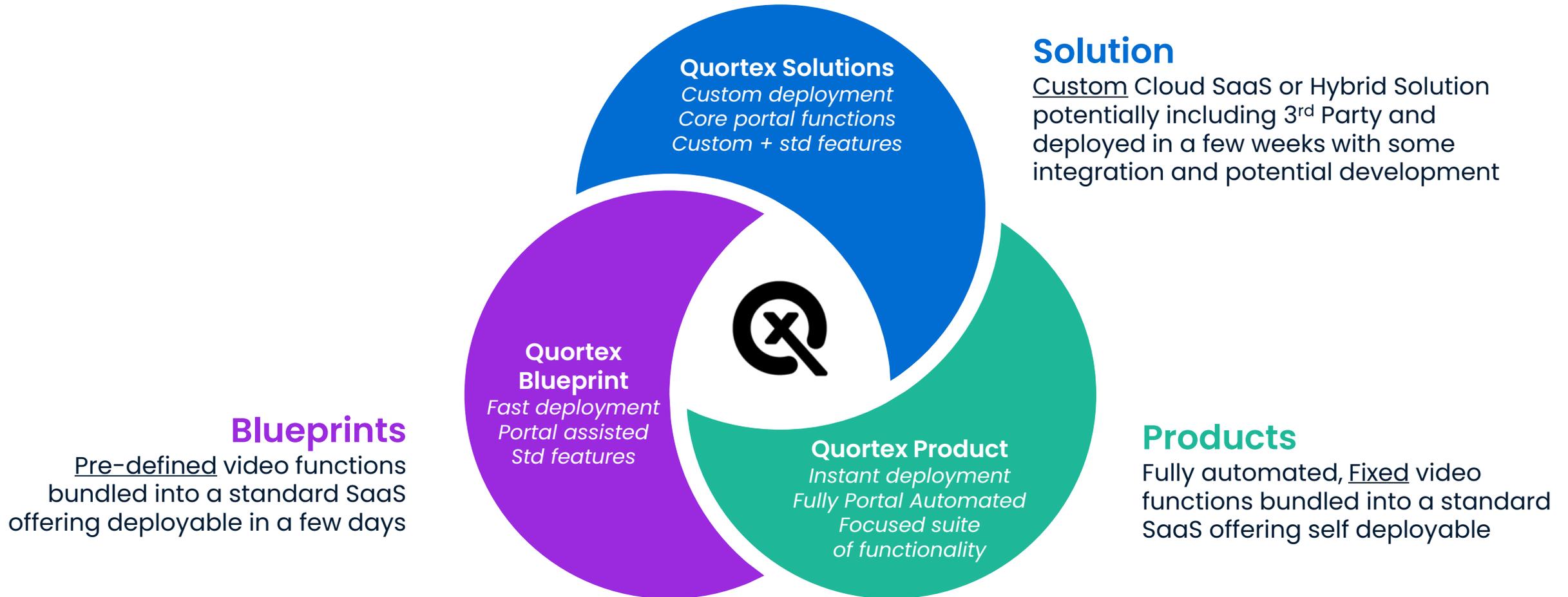
The Quortex Offerings

Our products, services and commercials

Cloud Offerings from Simple to Complex Use Cases



Cloud Offerings from Simple to Complex Use Cases



Quortex Offerings

	Products	Blueprints	Solutions
Definition	Off-the shelf Solid or Quortex product	Predefined solution with multiple VN products and/or cloud video functions	Multiple VN and/or 3rd party products Custom infra, architectures or resiliency
Pricing	Fixed Product & Support pricing	Predefined Product & Support pricing (Scales with feature pack, service level, cloud deployment & operational modes)	Custom Product & Support pricing
Pricing Options			
Pay-as-you-Go	✓	✗	✗
Usage Based	✓	✓	✓
Commits	✓	✓	✓
Pricing Elements			
Cloud Infra	✓	○	✂
Feature Pack	✓	○	✂
Service Level	✓	○	✂
Onboarding	✓	○	✂
Managed Service	✗	✂	✂
Launched Offerings	Quortex Link, Quortex Play	Quortex Link, Quortex Play, Quortex PowerVu, Quortex Switch	(Product + Blueprints + more)

- ✓ Included / Fixed
- Preset Options
- ✂ Custom / Tailored
- ✗ N/A

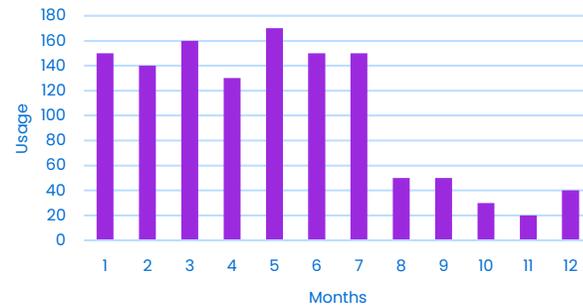
Quortex Usage Fee Models

Pay-as-you-Go

Pay only for what you use with no upfront commitment

Best for: Flexibility & variable usage

E.g.: An operator experimenting a live OTT service with fluctuating demand



Monthly Recurring

Commit to a fixed monthly spend in exchange for discounted rates

Best for: Predictable, 24/7 usage

E.g.: A broadcaster with a steady schedule of channels to distribute monthly

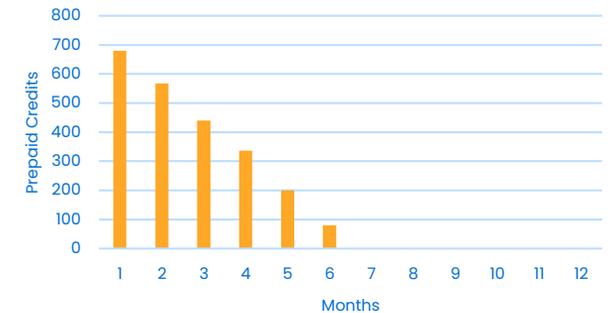


Prepaid **NEW***

Commit and Pay in advance for a set amount of usage or service

Best for: Usage over a period/season

E.g.: A sports streamer with a pretty well-known number of games per seasons



Quortex Pricing at a Glance

	Onboarding fee	Platform fee	Usage fee		Service Level Fee	
Pricing Type	One-time	Monthly recurring	Pay-as-you-Go	Commit + Overage	Pay-as-you-Go	Commit + Overage
Description	One time fee to setup solution, depends on API integration, 3rd party,	Fee based on workflows and features used, single or multi-tenant, wat cloud provider used, redundancy ,...	Fee based on Usage. Automatically calculated and billed monthly	Fee based on usage. Discount on price list based on commits volume and duration: 1Y, 3Y. Overage applies when total price higher than commit	Automatically calculated and billed monthly	Fee based on usage. Discount on price list based on commits volume and duration: 1Y, 3Y. Overage applies when total price higher than commit
Product	None	Fixed, Multi-tenant	Fixed based on cloud metrics	Fixed based on cloud metrics + usage beyond commit	Fixed Multiplier of usage	Fixed Multiplier of (usage + usage beyond commit)
Blueprint	Pre-defined, calculated by Services based on complexity	Pre-defined, calculated by Services based on workflow	-	Pre-defined based on cloud metrics and workflow + usage beyond commit	-	Pre-defined Multiplier of (usage + usage beyond commit)
Solution	Custom, Calculated by Service based on complexity	Custom, calculated by Service based on complexity	-	Custom based on solution + custom new usage fees + usage beyond commit	-	Custom Multiplier of (usage + usage beyond commit)

Quortex Onboarding Services

Infra Setup

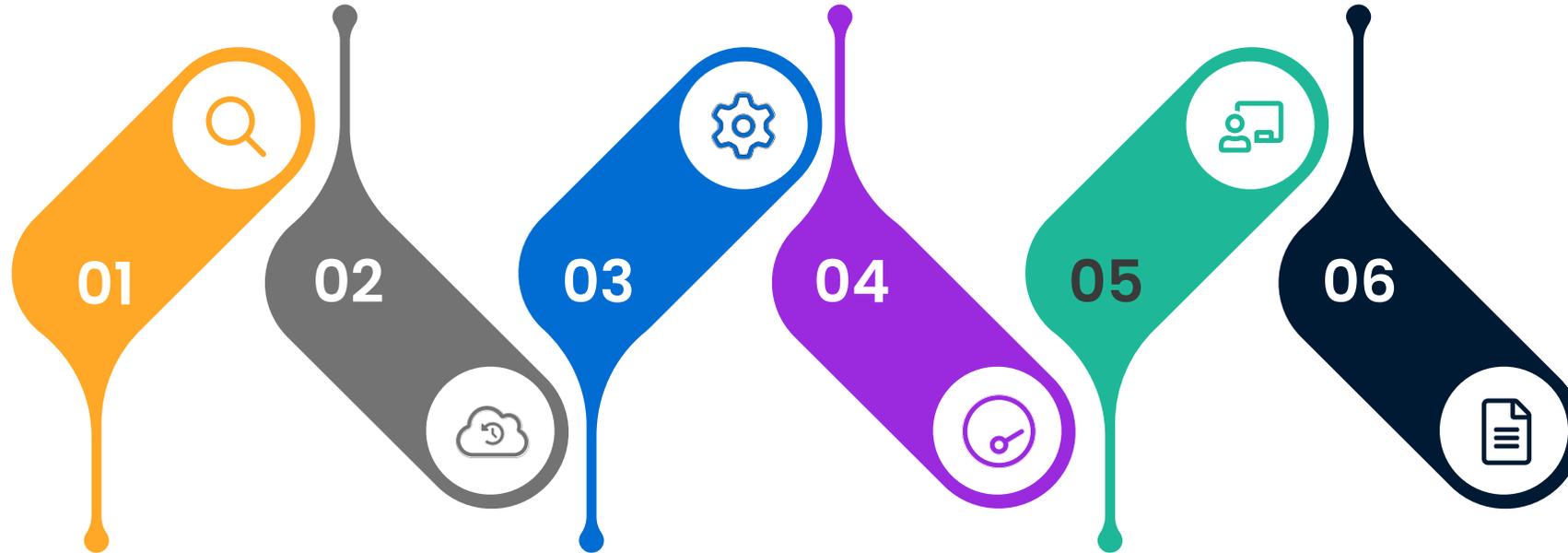
Resiliency & Failover options,
source & destination regions,
scheduling of stream delivery ...

Analytics

Tracking of critical performance
metrics and dashboard tailoring
as needed

Future Planning

Capture of future capabilities,
managed service needs,
Potential cost savings...



Assess Needs

Customer requirements like
cloud provider, type of
workload, regions &
availability needs

Integrations

API integrations for
automation & scalability
(SOW if non-standard).
Support Customers with
Dynamic event changes
for e.g. Sports

Hand-over

Customer Operations Training,
best practices on fallback and
resiliency before final launch and
hand-off

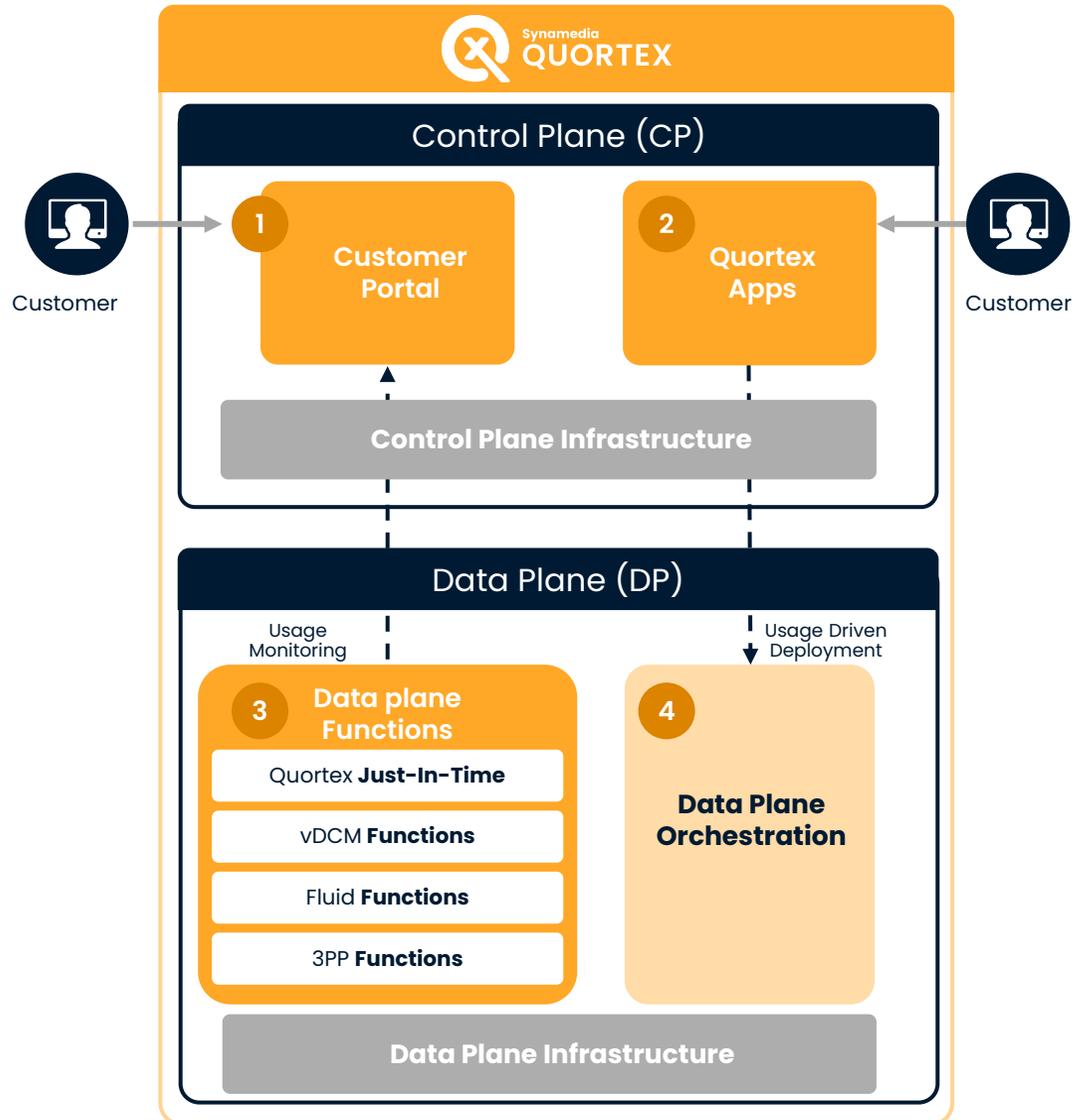
Quortex Support Services

	Basic Included	Professional 10% of usage min of \$750 per month	Enterprise 20% of usage min of \$2,000 per month	Other Contact Sales
Onboarding	Self Onboarding	Assisted – SOW based (Chargeable)	Assisted – SOW based (Chargeable)	Included
P1 Incident Response times	Non-Committed	1 hr	15 min	5 min
Chat Support	✓	✓	✓	✓
24/7 Monitoring	✓	✓	✓	Custom (Eyes on Glass, AI Tools)
Global 24/7 Helpdesk Access (Ticketing)		✓	✓	✓
Phone Support			✓	✓
Customer Success Manager			✓	✓
Custom Service Dashboard			✓	✓
Professional Services Third Party / On Prem integration			Priced Separately	Priced Separately

The Quortex Technology

Technology behind the brand – key concepts and differentiators

Quortex Components



Control Plane (CP)

- 1 Customer Portal**
 - Manages accounts, tracks usage, billing, accesses support...
- 2 Quortex Apps**
 - Provides application specific functionality
 - Prepackaged Product/Blueprints: Quortex Link, Quortex Play, Quortex PowerVu & Quortex Switch
 - Full-featured **API** with a self-service easy to use **UX** on top

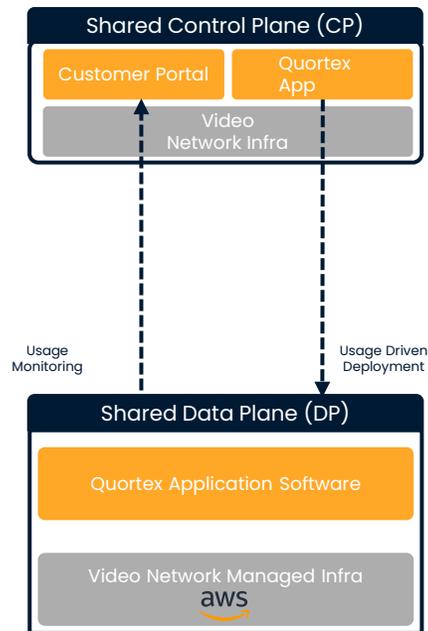
Data Plane (DP)

- 3 Data Plane Functions**
 - Cloud native software based on docker containers and microservices
 - Video functions powered by vDCM, PowerVu and Fluid EdgeCDN
 - Video processing from ingest of source content to delivery to consumers
 - Agile extendible platform to easily onboard new or 3rd party functionality
 - Provides multiple levels of resiliency and availability up to 5 x 9's
- 4 Data Plane Orchestration**
 - Deployment in public cloud, private cloud, on-prem or hybrid
 - Orchestrates and scales cloud resources up and down on usage
 - Provides smart self-healing solutions

Quortex Deployment Options

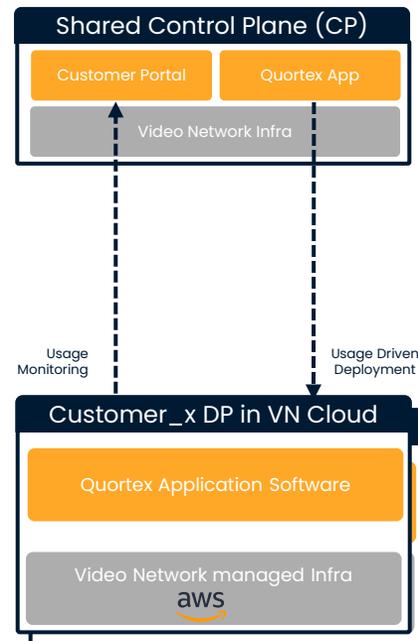
Product

Our Standard SaaS
Shared data & control plane
All cloud infra Synamedia Hosted



Blueprints

Standard SaaS
Customer-specific data plane
All cloud infra Synamedia Hosted



Solution

"Private" SaaS
Anything beyond blueprint or product
But with e.g. 3PP, customizations...

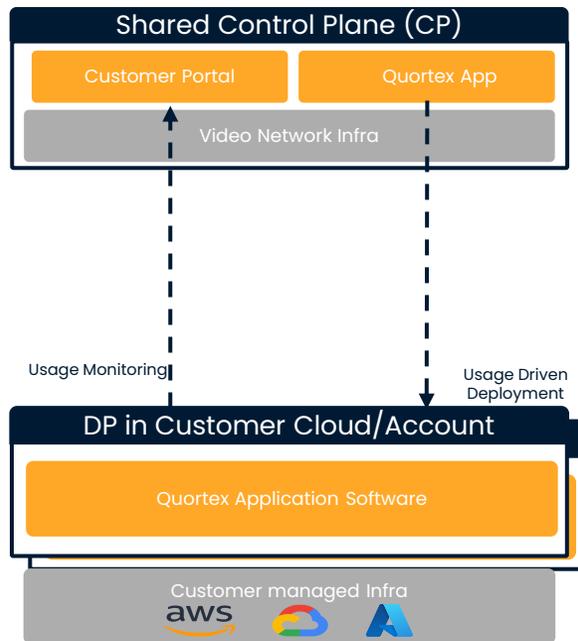
SIMILAR DEPLOYMENT
AS PRODUCT & BLUEPRINT
ON THE LEFT BUT WITH
CUSTOMIZATIONS,
3rd PARTY....

FOR CUSTOMER HOSTED
INFRA OPTIONS
(see next slide)

Quortex Solution Deployment Options

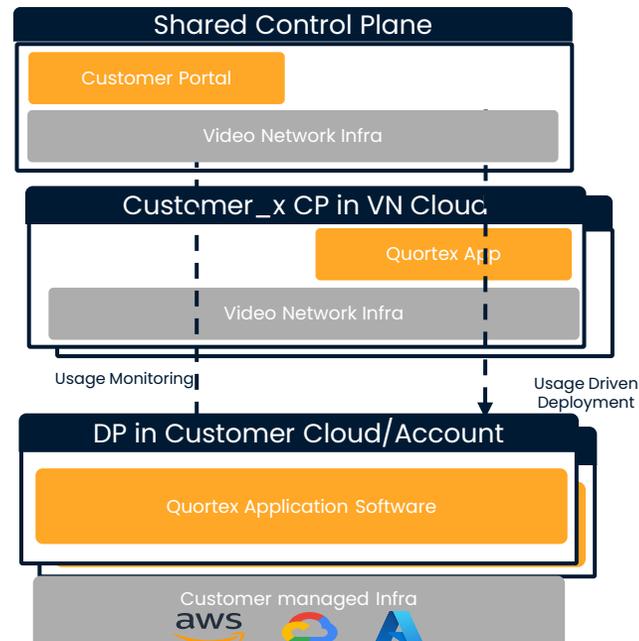
Customer DP, Shared CP

Private SaaS, Synamedia Hosted Control plane, shared, Customer Hosted Dataplane / Cloud



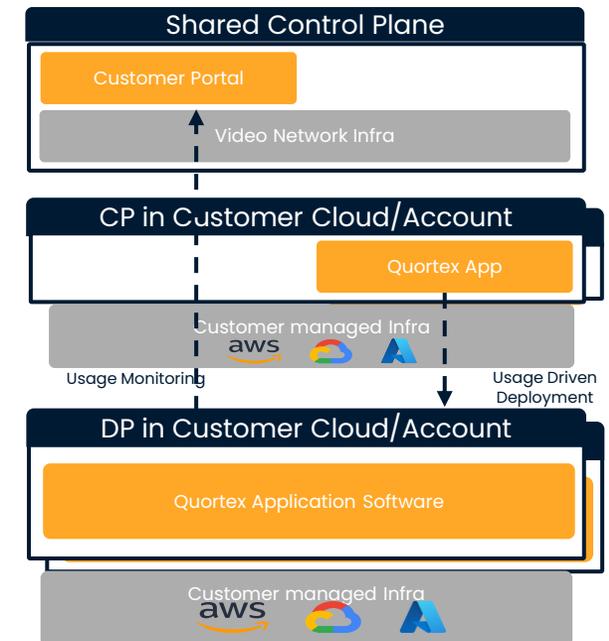
Customer DP, Dedicated CP

Private SaaS, Synamedia Hosted dedicated customer CP, Customer Hosted Dataplane / Cloud



Customer DP & Customer CP

Private SaaS, Synamedia Hosted Customer Portal, Customer Hosted Data&Controlplane / Cloud



Quortex Operational Modes

Product

Customer self-service & support
Synamedia hosted Infra
Automated infrastructure Deployment
Proactive Maintenance
Seamless SW Upgrades



SLA: Standard, included
From no commit to up to 99.8%

Public offer in marketplace
Counts in Customer Commit

No managed services option available

Blueprints

Customer Operated + CloudOps Assist, Synamedia Hosted Infra
Proactive Maintenance
VN-managed/seamless SW upgrades



SLA: Standard, included
From 99.8% to up to 99.999%

Private offer in marketplace
Counts in Customer Commit

Optional: VN managed service

Solution

Customer Operated, Synamedia or Customer Hosted Infra, Proactive Maintenance & SW Upgrades only with VN managed Services
...



SLA: Custom, "Private"

Private offer in marketplace when VN hosts
No marketplace when customer hosts and in this case customer gets his cloud pricing

Optional: VN managed service

Deployment Options & Value

Cost, Control & Speed Trade-Offs

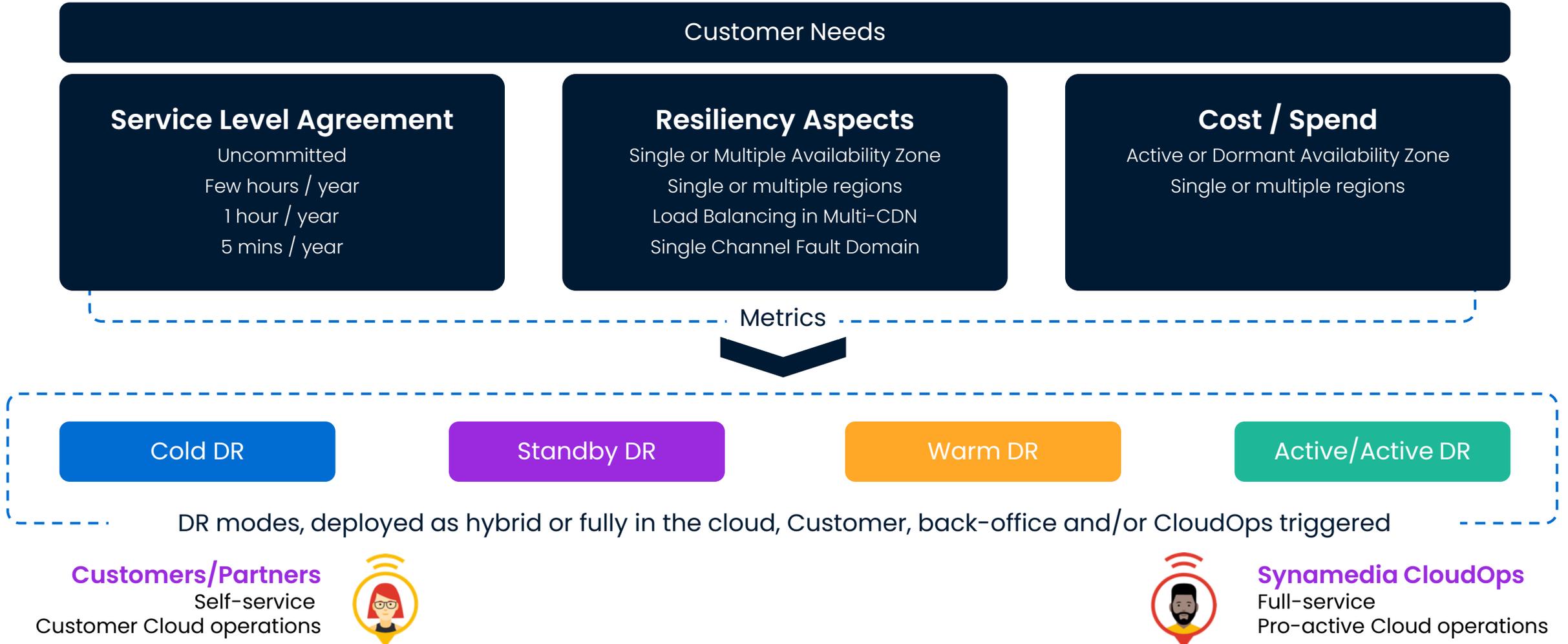
- The more control required over infrastructure and environment, the more customization, onboarding effort, and support complexity which reflects in both pricing and deployment timelines



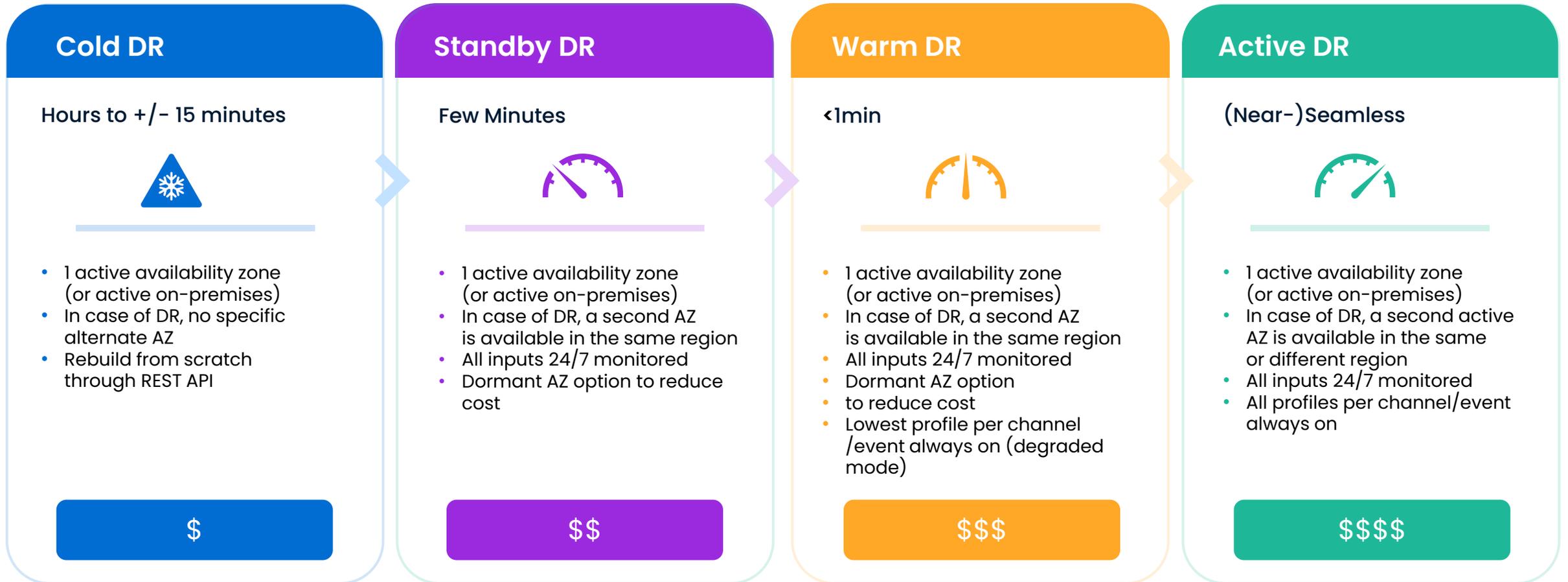
Feature	Product	Blueprint	Solution
Best For	Simplicity, speed	Isolation, compliance	Control, data residency, 3PP integration
Deployment Model	Multi-Tenant SaaS	Single-Tenant SaaS	"Private" SaaS
Hosting	Synamedia	Synamedia	Synamedia or Customer
Infrastructure Cost	Included (shared)	Included (dedicated)	Customer pays if his cloud / account
Typical Subscription Fee	\$	\$\$\$	\$\$\$\$\$
Onboarding Time	⚡ Instant	🕒 Days	🔧 Weeks to Months
Upgrades & Patching	✅ Automatic, zero-effort	⚠️ Scheduled by us	❌ Manual, customer-assisted
SLAs & Support	✅ Included	✅ Optional Tiers	⚠️ Premium, complex
Speed to Value	🟢 Fastest	🟡 Medium	🔴 Slowest
Contract Approach	Click & Accept	Synamedia MSA + Order Form	Custom Contract (SOW, MSA)

Quortex Resiliency

Key concepts and considerations



Quortex Resiliency



Customer Hybrid combination depending on channel value possible!

Quortex Security Levels

Company -wide Security Practices

InfoSec & IT security teams:

dedicated teams in Synamedia ensuring security awareness, monitoring & operations

Secure software development lifecycle process:

threat modeling, design review, security best practices, compliances guidelines and regulations like GDPR, open source code tracking & compliance enforcement, vulnerability scanning...

Security Awareness personel:

mandatory trainings

SaaS Development

Design for security from day one:

use secure coding practices, threat modelling, and role-based access.

Protect data and systems:

encrypt at rest/in transit, enforce MFA, and secure APIs with rate limits and validation

Automate & monitor:

integrate security in CI/CD, scan dependencies, and log for anomalies and response



Cloud Deployment & Operations

Tenant Isolation:

Physical/logical separation (VPCs, accounts), private subnets...

Harden infrastructure and deploy securely:

automate with IaC, monitor configurations, and minimize exposure.

Detect and respond fast:

centralize logging, enable real-time alerts, and maintain tested incident playbooks.

Content Security

Digital Rights Management (DRM):

Industry-standard encryption and license management (e.g., Widevine, FairPlay, PlayReady).

Forensic Watermarking:

Unique session-level identifiers to trace leaks and enforce accountability.

Secure Transport:

HTTPS, secure CDNs, IP firewall, EAS encryption...

Quortex Partner Eco-System

End-to-End Insights

Mux, Dataminer, Clickhouse, Grafana, Hydrolix...

Monetizations & Social

Grabyo, Yuzzit, Dolby Hybrik, InSync, VizRT, Telestream, Triveni



Player Interop & Enrichment

QuickPlay, NativeWaves, Bitmovin, Castlabs, ExoPlayer, TheoPlayer...

Ad Tech

Freewheel, GAM, Invidi, Iris

Mult-CDN Steering

Linode, Intel, Fastly, Proxmox, Wurfl, MaxMind, Varnish,

DRM & Security

EZDRM, Castlabs, Irdeto, Verimatrix, Nagra, ContentArmor, Viaccess, OVHCloud...

Quortex

Value Proposition

Why Quortex?

Focus on Productivity

Focus workforce on core business, offload maintenance and monitoring to tech vendor

Cost Optimized

Dynamic scalability to manage elastic workloads

Business Agility

Fast Launch, Continuous Innovations, Global Reach and Proactive Expert Services

Solution Oriented

Frictionless enablement of SaaS Workflows in customer cloud & operational environments

OTT Commercial Flexibility

Usage-based consumption models tailored at the financial needs of the customer



Quortex ROI Examples

Transition from on-prem to SaaS

Save 10% for a 100 channel OTT headend in 1+1 redundancy

Long Tail Just-in-Time

Only Stream demanded profiles using spot instances can save up to 75% cloud costs

Compression to cut CDN Opex

Our exceptional Compression Efficiency can save up to 40% of your CDN Costs!

Smart Content Switching on CDN

Maximize CDN efficiency with a single-digit percentage of your savings — optimized by region, peaks, and provider deals

Disaster Recovery Business Case

No more always-on costs — launch cloud resources when needed and scale with channel worth e.g for sports games

Transition from Satellite to CDN

Save up to 50% opex by migrating to CDN distribution to your affiliates with the extra incentive to personalize/regionalize



Real World

Examples

Quortex Use Cases

B2B Distribution

Distribute premium content globally to affiliates and virtual MVPDs over satellite, IP and cloud.

Live Events

Distribute, personalize and deliver sports and live events at scale

OTT Streaming

Streaming of Live, VOD, time-shift and recorded content at premium quality and lowest latency to any device

Monetization

Create new Value with Ad's and FAST

Channel Origination

Generate dedicated linear channels for each affiliate with specific schedules and regionalization

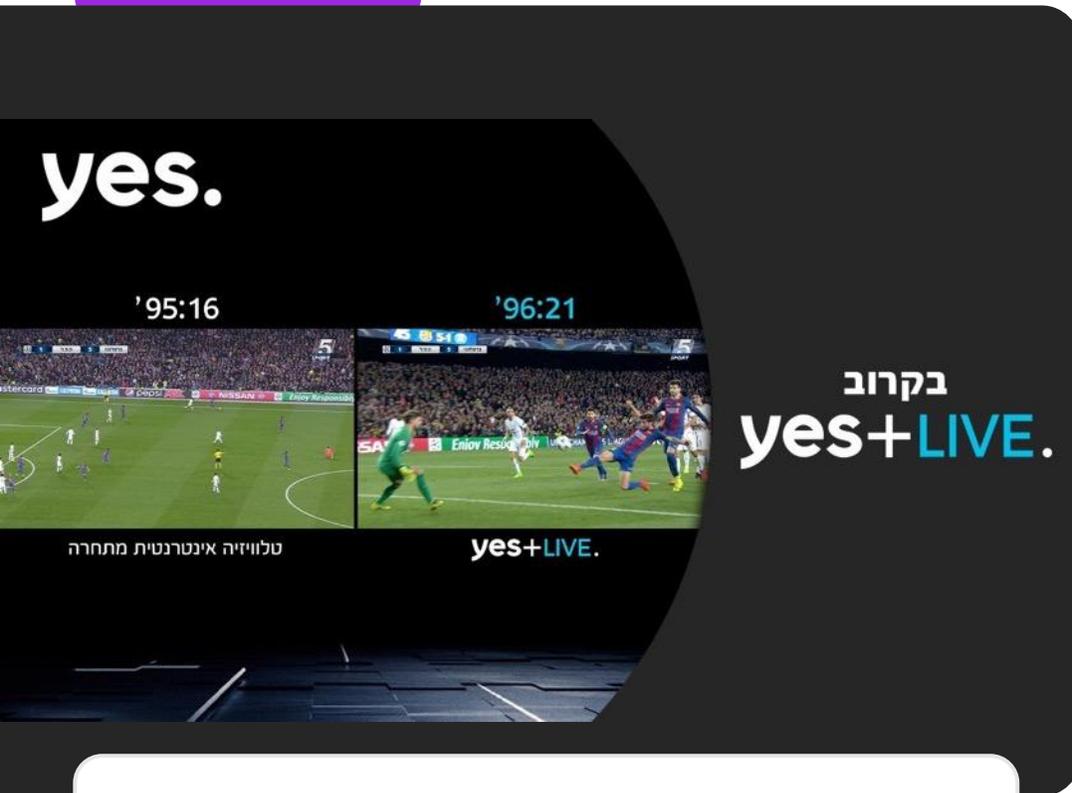
Content Steering

multi-CDN orchestration made simple to optimize streaming costs, quality of experience and reliability



How Yes turned to SaaS DR: Zero Downtime for Premium Channels and Big-Time Cost Savings

Solution



yes.

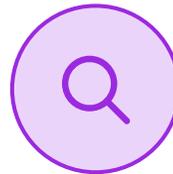
"Only Synamedia offered an end-to-end solution able to meet all of our requirements, ensuring we avoided the need to integrate any third-party products,"

Itzhak Elyakim, Vice President of Engineering and CTO



Business Objective

- Phase out DTH satellite and move to all-IP by 2026.
- To be the world's first provider of a cloud-based, internet-only TV service with broadcast-equivalent latency – yes LIVE+.
- Disaster recovery solution at effective cost



Approach

- Hybrid on-premises and cloud solution:: Solid vDCM based setup for Live, VOD and TSTV + Fluid EdgeCDN
- Disaster Recovery Solution with Quartex Play running on Synamedia cloud but in a dedicated Yes Cloud Account
- 21 premium channels with active DR, 160 with Warm DR
- Managed services for maximum support
- SOLUTION as this runs as a on-prem + cloud combination



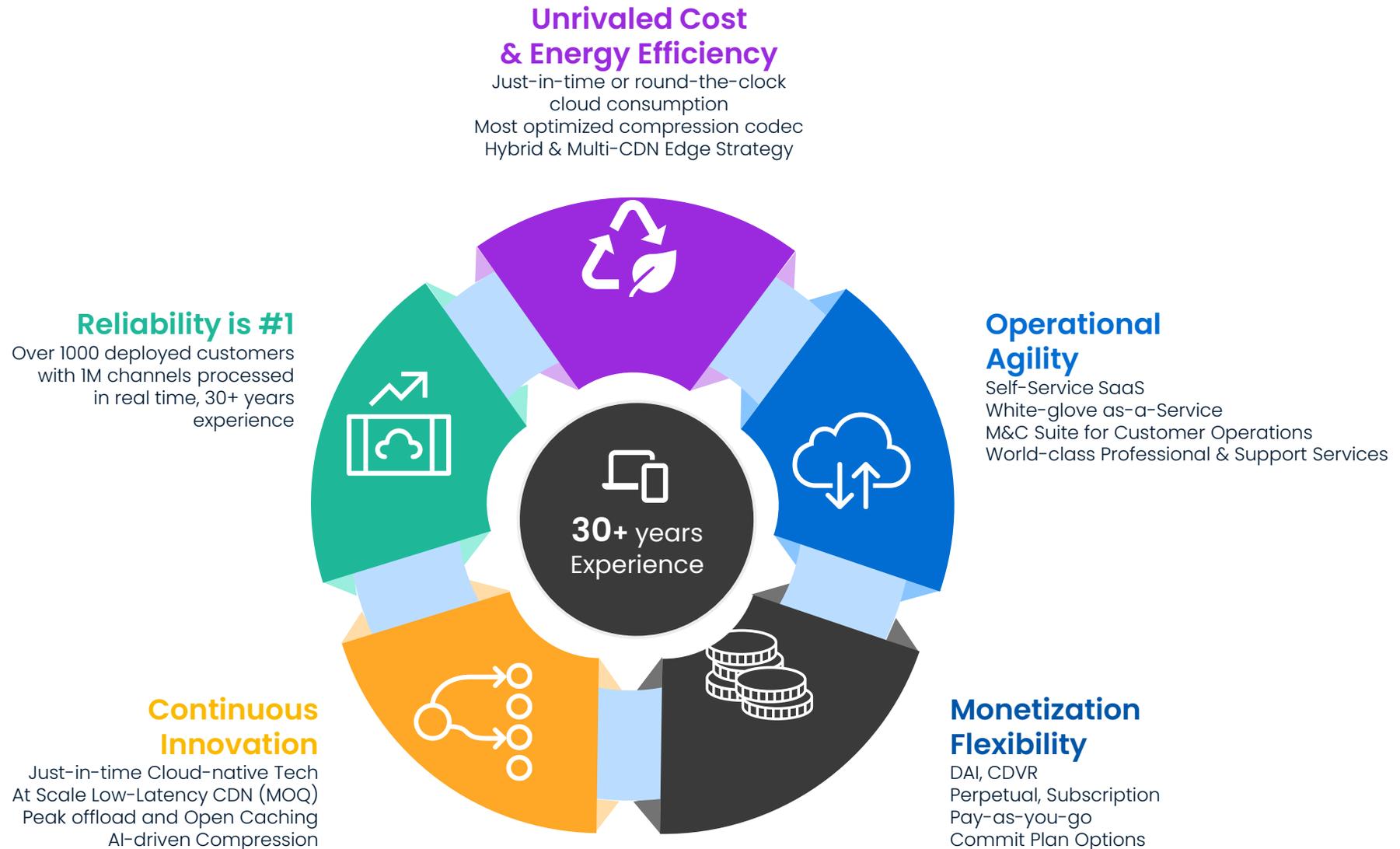
Outcome

- End to end solution deployed
- Custom Yes dashboards as part of solution offer / price
- Migration of all channels to the cloud
- Extension to cDVR
- Extension to support VoD as managed service

Closing

Your Cloud Transition Partner

Why Synamedia Video Network?



Thank you

