



Unified Streaming  
Platform

Unified Origin



## Unified Origin integration in SVOD platform MUBI

MUBI is an online cinema available in over 200 territories offering cult, classic and award-winning films. Every day, MUBI's in-house experts hand-pick a film they love, and members of the service have a whole month to watch them. There will always be a perfectly curated selection of 30 films to enjoy, there is no need for endless scrolling. Great cinema from film festivals around the world can be streamed at home or from the mobile apps on the go.

Unified Streaming is a perfect fit for MUBI. MUBI wanted a modern video streaming infrastructure that utilises only HTTP formats, leaving behind legacy protocols, such as RTMP. Unified Origin, Unified Streaming's packaging on the fly solution, is extremely efficient and cost-effective. Despite MUBI's extensive library and need to deliver content to a multitude of devices, there is no need for any catalogue repackaging.

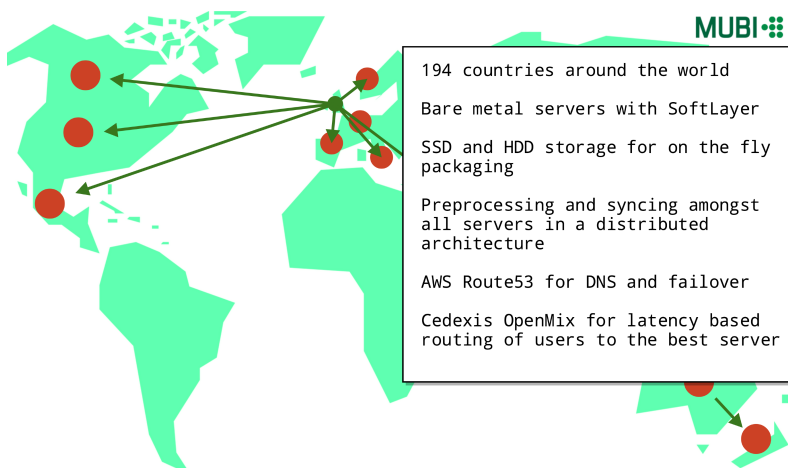
### Benefits:

- Storing one video format only
- Supports all popular DRMs like Widevine and PlayReady
- One workflow for all video formats
- Easy to deploy means short time to market
- Just in time packaging offers flexibility



Delivering the best possible movie experience to users of PCs, smartphones and tablets, MUBI benefits enormously from United Streaming's adaptive bitrate streaming technology. This means that video dynamically adapts to network conditions and video rendering performance. As long as minimum bitrate and CPU requirements are met, viewers experience no buffering or stuttering. And because it all happens on the fly, massive storage needs and their related costs become a thing of the past.

Time and again, Unified Origin has proven to offer stable, scalable high-performing solution that fits into existing webservers, such as Apache, IIS, Lighttpd and Nginx. It provides streaming from one encode simultaneously to multiple devices in combination with various DRM technologies. This flexibility means customers get greater return on existing investments, reduce delivery costs and boost time to market.



MUBI is on top of the latest developments and customer requirements in the market with an advanced concept and infrastructure. The on the fly packaging capability of Unified Origin makes it easy for MUBI to quickly respond to market dynamics while offering high performance.



## Quote MUBI

"Unified Origin allows MUBI to forgo 3rd party CDNs and video management platforms entirely. In their place, we are able to build a video streaming infrastructure that supports all the new generation HTTP streaming formats and DRM schemes, delivers a 100% cache-hit ratio in geographic proximity to our users and cuts our traffic costs in half." says Alexander McWilliam, VP of Engineering at MUBI.

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