

BUILT FOR YOUR BRAND, POWERED BY MEDIAKIND

Flawless streaming isn't luck—it's engineered

MK.IO Platform is a complete direct-to-consumer streaming solution—scalable, reliable and ready for everything. From major sports to blockbuster entertainment, MK.IO supports over 10,000 live events and millions of streams every year. With 99.99% uptime and ultra-low latency, we deliver rock-solid performance—even during the biggest global broadcasts.

Trusted by the world's leading brands,
MediaKind powers the moments that matter.

Accelerate brand growth

Monetize, your way

Simplify your complex workflows with MK.IO. Offer subscriptions, free trials, or ad-supported access—without the backend hassle.

- Tiered packages
- Free trials
- Ad supported
- Hybrid models
- Live look-in
- Game previews

Advertising that lands

Unlock new revenue with precise ad insertion, real-time targeting, audience segmentation, and seamless delivery across platforms like Roku and Amazon.

- Direct sold
- Programmatic
- Fallback
- Frame-accurate
- Targeted SSAI
- Tracking
- Wide ADS support

Built-in content protection

Protect your premium content with entitlement management, geo-blocking, VPN detection, and anti-piracy tools—all built-in to one platform.

- Multi-DRM
- Access security
- Tokenization
- Advanced anti-DoS
- Watermarking

MediaKind owns and controls over 90% of the stack, providing reliability and enabling constant innovation.

PLATFORM

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|---------------------|--|
| Content & Discovery | Streamlined tools for ingesting, organizing, and managing large-scale media libraries. |
| Monetization | Advanced advertizing and subscription models to maximize revenue opportunities. |
| Payment | Designed to simplify transactions, maximize monetization, and offer flexibility. Integration with chosen partner. |
| Revenue protection | Tailored to safeguard high-value content from revenue leakage, piracy, and unauthorized access. |
| Analytics | Designed to your requirements, with actionable insights using AI and machine learning for real-tim and predictive analytics. |

CONTRIBUTION

Designed to your requirements, with actionable insights using AI and machine learning for real-tim and predictive analytics.

PRODUCTION

Bring your production platform of choice into the ecosystem or work with a pre-integrated provider.

STREAMING

| | |
|---------------------|---|
| Live | Delivers high-quality, low-latency live video streams to audiences across devices and platforms. |
| VOD | Enables the storage and delivery of on-demand content. |
| AI | Enhances content delivery, optimizes streaming quality, and personalizes viewer experiences. |
| Ads | Delivery of targeted advertizing at a region, country, state, city or user level. |
| Blackout | Implements blackout restrictions to comply with content licensing agreements and regional broadcasting rules. |
| DRM | Ensures secure delivery and prevents unauthorized access or piracy. |
| Storage & Delivery | Provides secure, scalable & reliable storage solutions for live and on-demand content. |
| Player & client SDK | MediaKind provides the Player and Client SDK to enable clients on over 30 end-user devices. |

Pricing

The MK.IO Platform pricing model is structured around **hours consumed**, offering clearly defined tiers for base service and overage usage. Modular add-ons, such as content discovery, advanced entitlements, and DRM, can be included as needed to extend functionality.

With a transparent, usage-based structure, this model enables customers to budget and scale according to their operational and feature requirements. This flexibility supports both low-commitment, small-scale deployments and robust, large-scale production environments.

Client SDK—Your application foundation

Pre-integrated player

✓ 100% interoperability

✓ Seamless playback

✓ Simple playback controls

✓ API

Client SDK

✓ Documented APIs with sample code

✓ Security and resiliency built-in

Devices

✓ Over 30 consumer devices supported

✓ Continuous testing and validation

