



The Leading Cloud TV Platform

May 2020



We Are the Leading Video Cloud Company

850+

Customers

15B+

Annual
stream
run-rate

50M+

Licensed
end-users

83M+

Media
assets

400+

Employees in
7 global
offices

150+

Tech
partners

150K+

Developer
community

15K

Open source
downloads

\$133M

Equity
raised

BANK OF AMERICA

ORACLE



vodafone

mediacorp



entel

VIACOM18

HARVARD
UNIVERSITY

WOW!

Dialog

MetLife

intel Capital

Goldman
Sachs

NEXUS
VENTURE PARTNERS



AvalonVentures

NGP
NOKIA
GROWTH
PARTNERS

Kaltura Is Recognized as the Market-Leading TV Platform



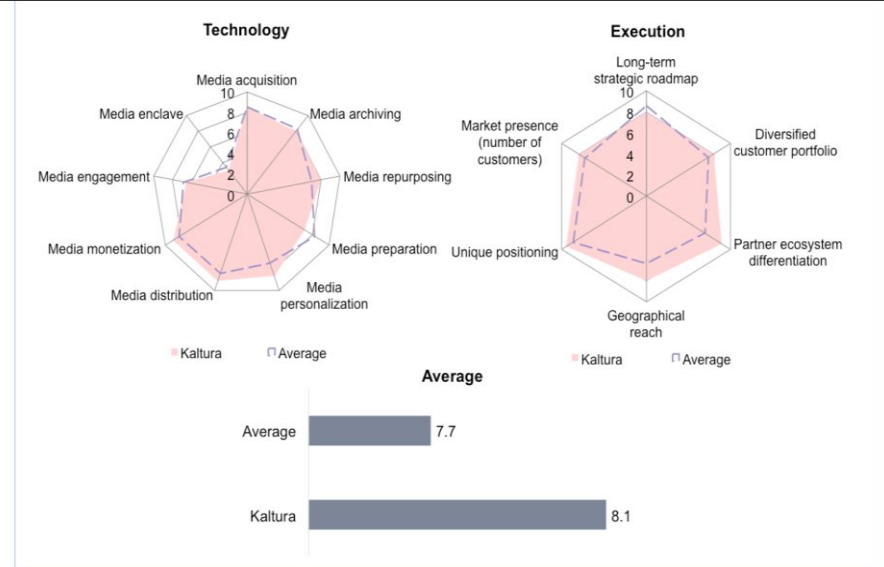
*"Kaltura has quickly become a major TV/video supplier in the telecoms and media space with a **good track record with Tier-1 operators as well as pure OTT and D2C service providers.** It offers a comprehensive cloud TV solution with **a market proven cloud native and modular platform architecture and SI capabilities.**"*

Source: Analysys Mayson, January 2020, click [here](#) for full report

Vendors/ Platforms	4	3	2	1	3	2	Weighting
	FMC	Vertical Video Coverage	VAS Innovation	Open Architecture	Cloud Focus	Service Centricity	Weighted Score
Huawei	●	●	●	●	●	●	3.21
Ericsson	●	●	●	●	●	●	2.54
Nokia	●	●	●	●	●	●	3.13
Cisco	●	●	●	●	●	●	2.50
AWS	●	●	●	●	●	●	3.31
BAMTech	●	●	●	●	●	●	2.33
Kaltura	●	●	●	●	●	●	3.35

● Very strong = 4
● Strong = 3
● Medium = 2
● Weak = 1
● Very weak = 0

Kaltura (Ovum recommendation: Market Leader). Score:8.1



Kaltura Deployed Cloud TV in 20 Markets Serving Over 50 Million Users Worldwide

A new customer every 4-6 weeks in the past 12 months



The Kaltura Advantage

Deployed at scale



Richest platform, fast innovation, modular offering across: 20+ markets with 50M+ cloud TV users worldwide



Powering Market Leaders

Extensive experience integrating Cloud TV into telco environments (Vodafone, Veon, Dialog, Entel, WOW!)

Superior Cloud Operations



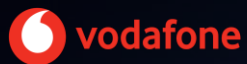
Managed service, scale and stability, feature velocity



Ideal Corporate Partner

100% video focused, growing, agility, Exec level commitment





640
Million



210
Million



23
Million



76
Million

Potential of over **1.3 Billion** Cloud TV Users

48
Million



14
Million



160
Million



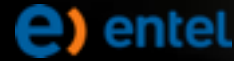
275
Million



Reference Deployments, 130 media & telecom customers



>1 million subs, 3 markets, STB, legacy STB, mobile, web. High concurrency linear, cDVR, VoD, Netflix, multi screen, personalization



Just launched, largest telco in Chile, STB, mobile, live, VoD, cDVR, Netflix, Youtube



Targeting 13 markets, Android STB, Multiscreen, Multiple payment plans, live, VoD with partners, download



NickJr. US and LATAM: multi region: 19 markets, SVOD + games, Sync&Go, in-app



27 million registered users/month, AVoD, sVOD, mobile, web (Google PWA)



Singapore based OTT service: SVOD, AVOD, TVOD & linear in a single service



JV top broadcasters, global SVoD service with ad based option, syndication to external OTT services

Cloud TV Transformation Improves Business KPIs



Agility & Profitability

- Improved ARPU
- Reduced churn
- Reduced TCO by migrating to the cloud
- Reduced content costs with aggregation
- Fast introduction of new features



Monetization & Engagement

- Best QoE & shortest time to content
- Increased NPS
- Extended viewing with tailored experiences

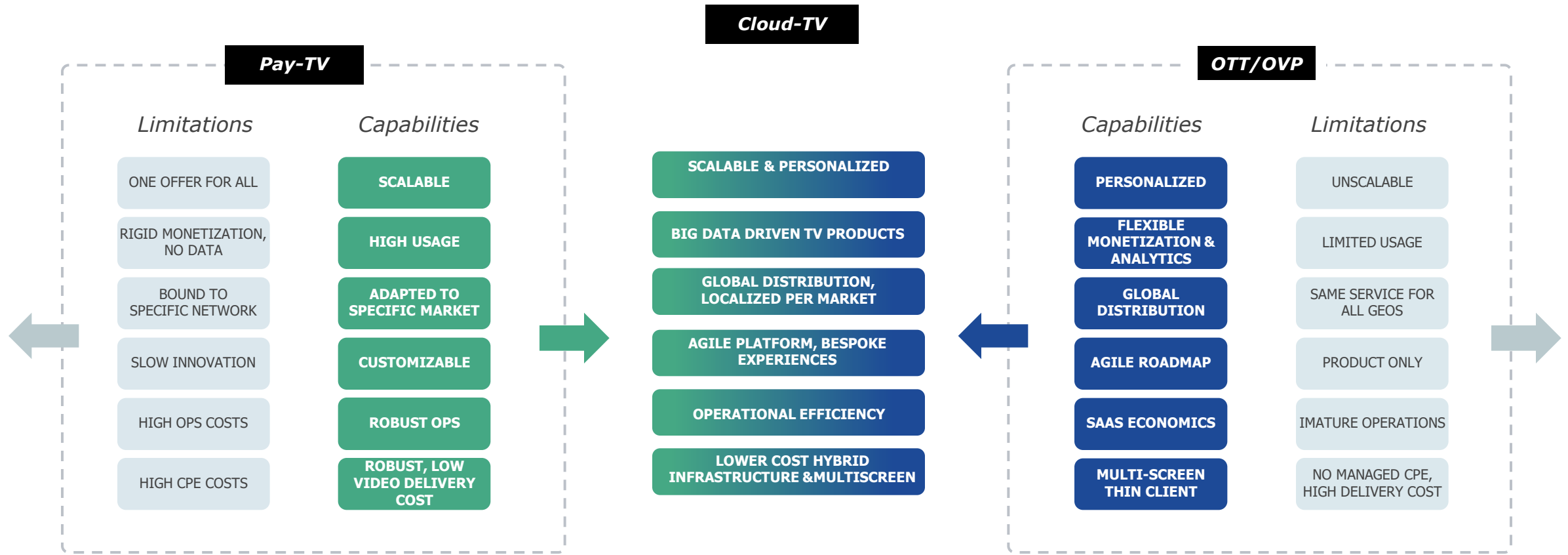


Reach

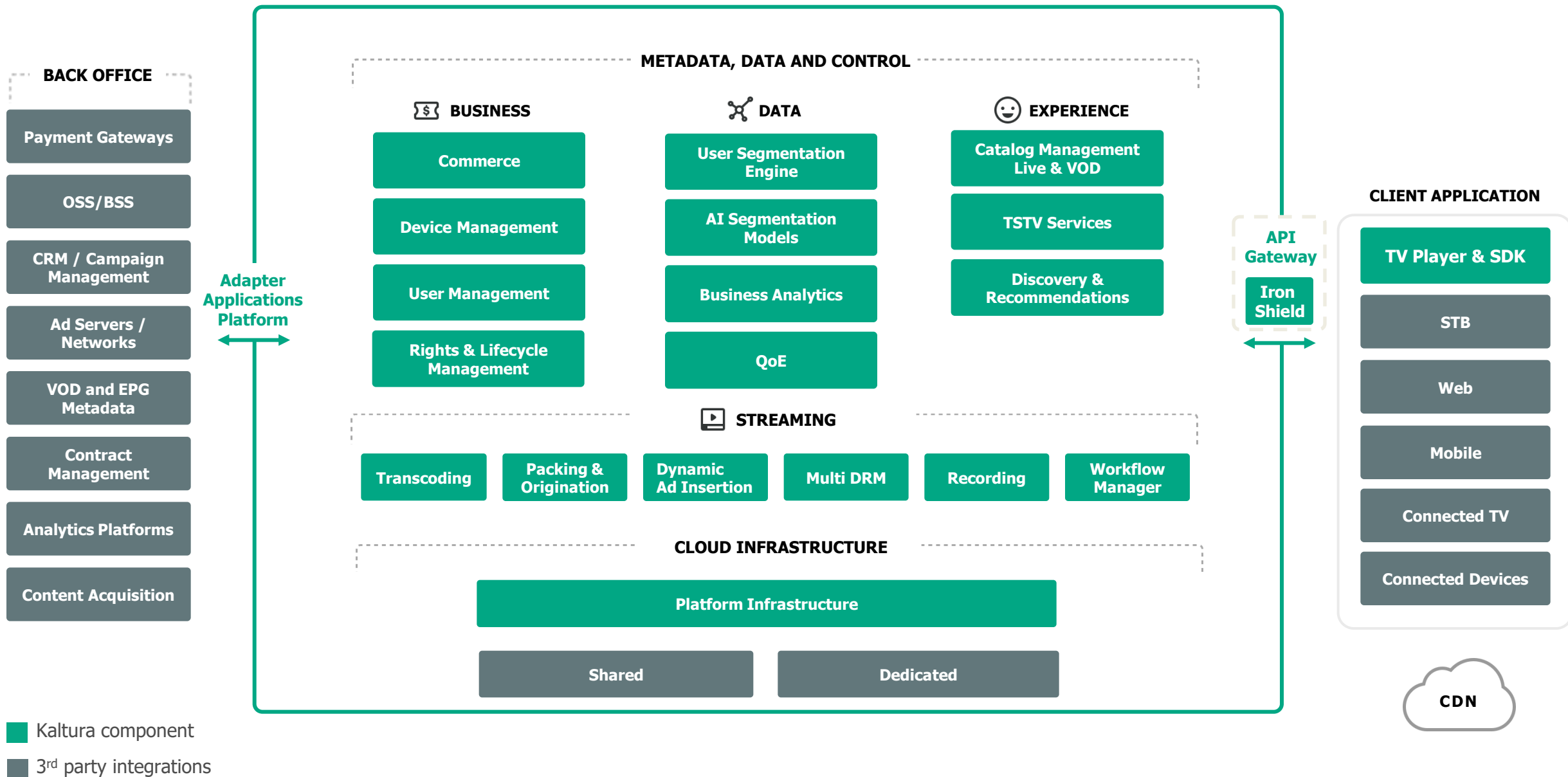
- Reduced TTM
- Reach multiple audience segments with dedicated offerings via single platform

Cloud TV

Kaltura pioneered Cloud TV by setting a new standard for TV distribution systems, combining the best of OTT and pay-TV technology together.



KALTURA TV PLATFORM



Kaltura TV Platform – Partner Ecosystem

BUSINESS

Commerce

Payment gateways:



Ad servers:



Campaign management:



DATA

Business Analytics



Google Analytics

QoE



STREAMING

Transcoding, Packing & Origination



Dynamic Ad Insertion



Multi DRM



Recording



EXPERIENCE

Content Discovery & Recommendations

Content discovery:



Metadata enhancement:



Client Application



INFRASTRUCTURE

Cloud Infrastructure

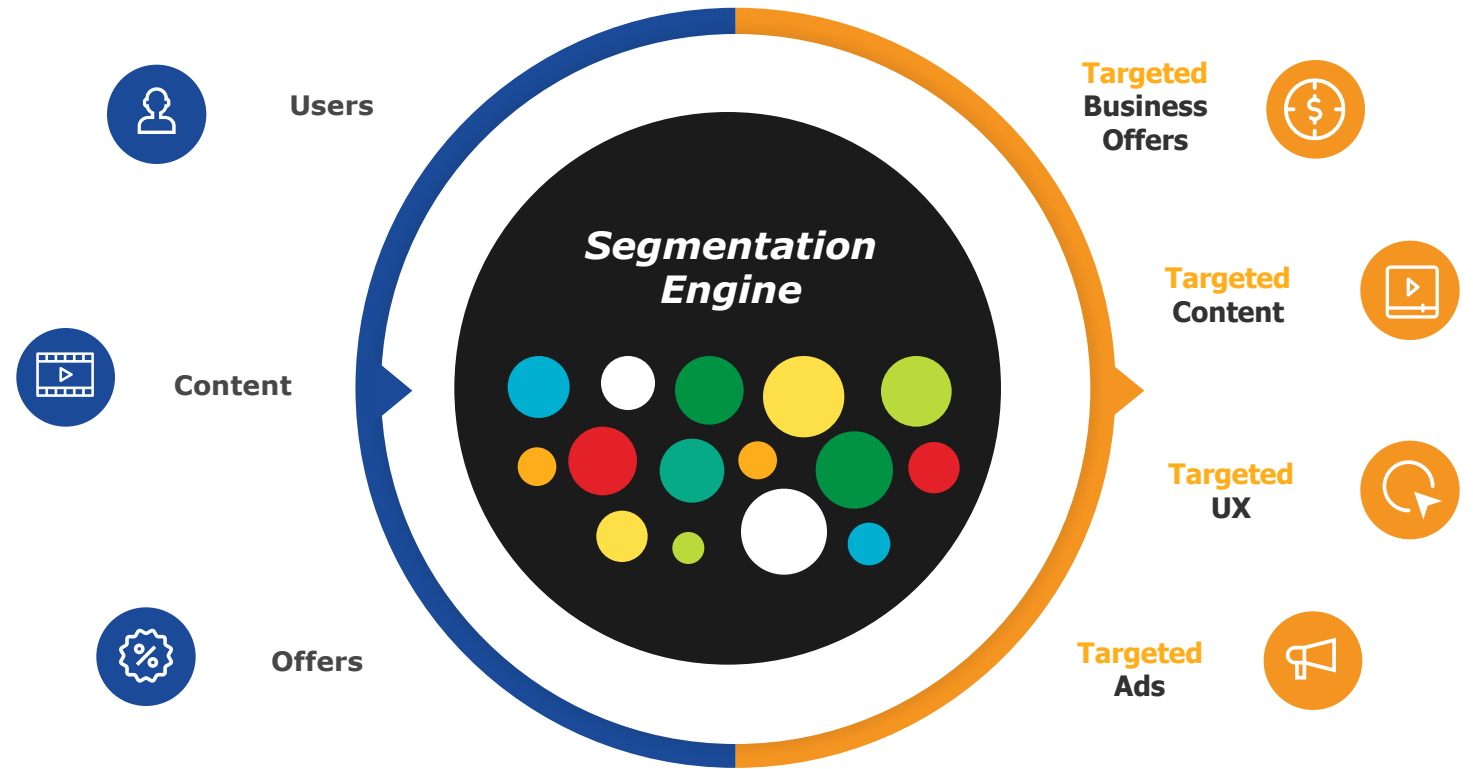


CDN



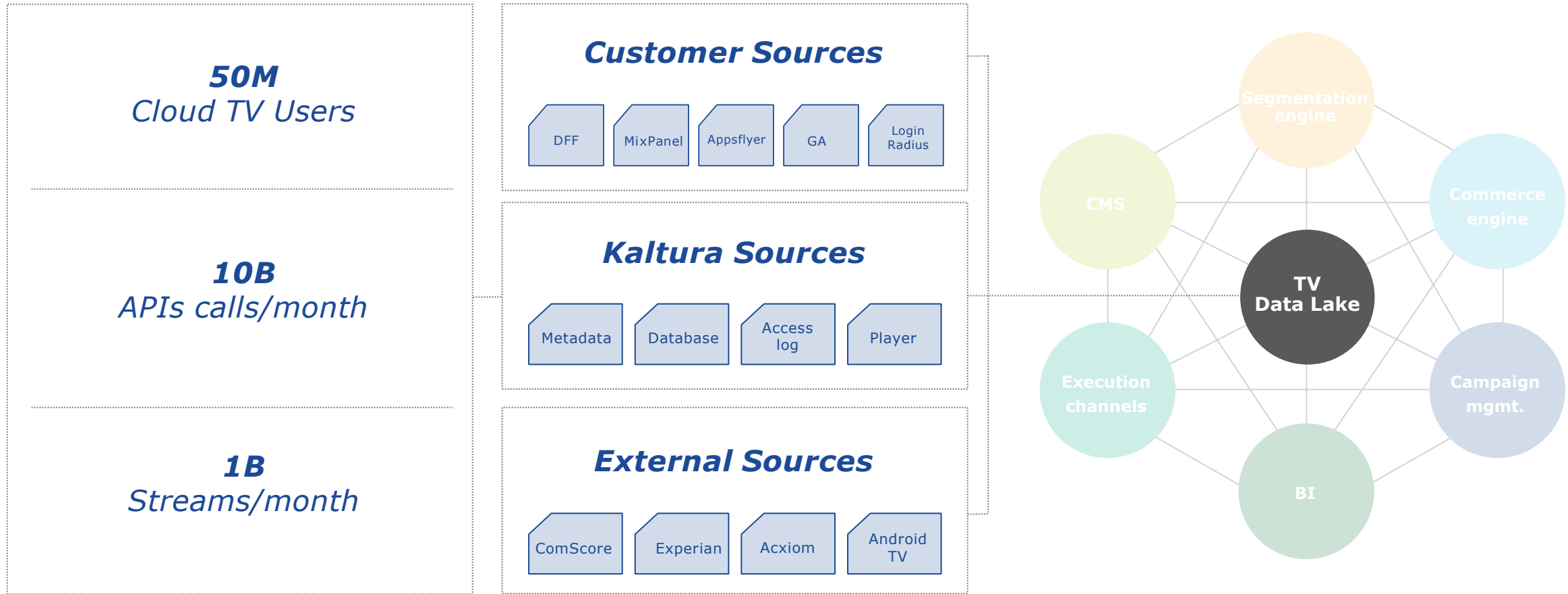
Kaltura's Award-winning Targeted TV

Using audience segmentation to tailor TV experiences



Kaltura's Targeted TV Infuses Data into All Service Components

Unification and normalization of all data sources





KALTURA

Thank You