



Dogan TV Chooses Media Excel for Delivering Multi-screen Over-the-Top TV Services in Turkey

Adaptive delivery implementation and MPEG-DASH key for netD OTT platform

Austin, Texas & Istanbul, Turkey, April 5th, 2013

[Media Excel](#) — the worldwide innovator of adaptive bitrate, multi-device transcoding for multiscreen video delivery — and Dogan TV Holding, Turkey’s leading commercial broadcaster—today announced a deal for supporting the entire transcoding infrastructure of Dogan TV's new OTT platform, netD.

“At Dogan TV we are constantly looking for ways to monetize our content by enhancing the overall user experience across all screens,” said Hasan Kiragi, Director of Broadcast Operations at Dogan TV Holding. “We chose Media Excel’s HERO transcoding solution after an extensive evaluation of encoder offerings. Media Excel delivered a high-quality, full-featured solution for transcoding and packaging for a wide range of adaptive delivery technologies types, including MPEG-DASH which we are ready to implement in the near future. Their dense and flexible solution fits perfectly with our objective to seamlessly deliver protected live and VOD content across all connected devices.”

Dogan TV is part of the largest media corporation in Turkey and owns leading Turkish TV channels Kanal-D, CNN-Turk, and Dream TV. Leading entertainment channel Kanal D introduced many new format television programs including various television series, foreign movies, talk shows, game shows, children’s, women’s, sports, health, news, and magazine programs. Kanal D is positioned at the top in the sector due to its successful serials, educational and entertaining children’s shows, ethical news programs, and talk shows presented by the most popular television stars. Kanal D has also earned a great success as a content provider to different areas. After the success of the Turkish serials, first in the Middle Asia, and later on in the Middle East, Kanal D has expanded to new territories such as the Balkans and the Far East and has played an important role in the popularity of the Turkish Serials in the world. With HERO, Dogan TV is delivering both live and thousands of hours of VOD content that has been previously broadcast on Kanal D since the 1990’s, along with premium content from studios as free-to-air or premium service over its own OTT platform—netD (www.netd.com)—to PC, tablets, and smartphones. Media Excel’s HERO product transcodes its video assets and packages them in HLS and Google/Widevine-compatible formats to reach the maximum number of devices while keeping the operational complexity and overhead at a minimum.

MPEG-DASH is a standard for streaming of multimedia content over the Internet. It allows Internet-connected devices to consume multimedia content while coping with variable delivery conditions. The use of a standardized approach allows this technology to be universally adopted instead of relying on

more vendor-centric technologies. Further, MPEG-DASH allows for more bandwidth-efficient delivery, requires no streaming infrastructure, and facilitates ad insertion more effectively. Last year, Media Excel completed a very successful Olympic Games trial with the EBU to transcode, packetize, protect, and deliver live television over the Internet utilizing the MPEG-DASH protocol, and this year was part of Verizon's demonstration of their LTE transmission technology which also utilizes the MPEG-DASH protocol. Media Excel's industry leadership with MPEG-DASH was instrumental in Dogan TV's decision.

"Dogan TV continues to innovate while remaining a bright example for other operators in EMEA and globally," said Norman Krebill, Media Excel VP of Sales – OTT. "This win further underscores the value Media Excel solutions bring to our partners and customers both in terms of scalability/flexibility but also in terms of monetization prospects."

Media Excel HERO video transcoding delivers a number of unique advantages for multi-screen TV, Internet TV, and web TV providers, including multi-screen encoding of live and video on demand events, datacenter and cloud solutions, 99.999% proven uptime, and native MPEG-DASH support. Media Excel solutions are designed for broadcasters, telecoms, and content aggregators with low-latency point-to-point distribution over IP and ASI networks, and adaptive delivery of HLS, Smooth, Flash, and MPEG-DASH to consumer devices.

Media Excel is exhibiting at the National Association of Broadcasters (NAB) show in Las Vegas from April 8-11, 2013, in the Las Vegas Convention Center's South Hall upper level, booth SU3724.

About Media Excel, Inc.

Media Excel defines the adaptive bitrate, multi-device transcoding standard for multiscreen video delivery. The company's hybrid approach of using software and hardware transcoding solutions powers more than 18 million live mobile/tablet TV viewers daily in the US alone. Across the headend, cloud, or edge video distribution, the company's solutions are used in a variety of markets including broadcast, government, telecom, MSO, and CDN. Founded in early 2000, the company continuously innovates services and offerings for large-scale mobile carrier customers such as AT&T, Sprint, T-Mobile, and Verizon, to high-profile event-driven organizations such as Telstra Australia, NFL, NBA, and the Olympic Games. Media Excel is headquartered in Austin, Texas with offices in Seoul and Silicon Valley.

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