

meride

Handbook
Users guidelines 2017



Preface

Meride is the online video management platform that allows publishers and/or content owners to effectively manage their own contents - live and on demand - with focus on monetization advertising.

Meride allows publication of all online video content in an easy and intuitive way, ready for their distribution (streaming) with the highest quality and on any device (PC, smartphone, Smart TV, tablet, etc.)

The publisher can thus increase its online advertising revenue by applying a complete set of formats, in line with the most popular and emerging market standards. Publications can be monitored and analyzed through analytic tools and detailed reports (audience, clicks, quality of service, etc.).

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1. Processing video on demand

A single upload to make your video available for all your users, on any devices and with the possibility of subtitles. Through few and simple steps, it is possible to deliver video streaming in multi bitrate and adaptive quality. Video loading is immediate, fast and highly customisable to match any type of quality and performance requirement.

Customization

Each video is associated to a set attributes (text fields): title, short description, complete description and tags for better indexing and integration. The content can be associated with a thumbnail, and the preview image can be extracted directly from the video or loaded as an external image file.

Custom upload

You can choose to load each video through a simple web interface (also accessible via a mobile device), directly from an FTP account, or via the Meride API. All major video formats are accepted (AVI, MPG, MP4, FLV, MOV, WMV).

Upload priority

Priority can be assigned to any uploaded content in order to scale the processing queue, meeting any urgent need for publication. Once files are uploaded, the encoding process is performed in a much shorter time to make the video immediately available for publication on your website.

Adaptive coding (ABR - Adaptive Bit Rate)

Each video is encoded in different profiles: from higher definition to lower grades to prevent possible buffering events. The choice for the most suitable bitrate profile for each user is autonomously decided by Meride player. You can also upload videos with a single bitrate profile, where very short startup time is required.

Cloud storage

Each video is managed by Akamai Intelligent Platform™, capable of delivering video contents instantly to millions of users, thanks to cloud architecture present in every part of the world. The distribution technology is based on HTTP streaming HDS/HLS that guarantees the best quality and the best performance on any device type.

2. Video Content Management

Sort, manage and organize your whole multimedia library. Meride makes it intuitive saving, sorting and searching on your entire video library. Each new added video file could be stored and associated to categories, according to a custom built tree. “Categories” is a powerful tool for building your iOS and Android applications.

Fast editing

Make your video available immediately: save time with a simple copy/paste of the embed code.

Advanced searches

Search your video content quickly and easily. Advanced search on all meta-textual data and in all areas of the CMS.

Embed template

In simple and quick steps, creates a video content ready for use on your websites and applications by combining the settings of advertising, analytics, graphics and more.

Thumbnails

Generate your thumbnails directly from the web or add an external image.

Bulk module

Depending on the context of publication, you can enter and assign different set of behaviors to your video.

Data organization

Organize your video library in the most congenial way, thanks to the capability to manage metadata and categories.

3. Live streaming

Stream your live events in high definition, in multi bitrate, in adaptive quality, for any device. In few clicks, you can prepare your online distribution thanks to simple configuration tools provided by Meride, and you can generate advanced user experiences thanks to live multilingual, DVR (time shift) and the insertion of advertising even during the live event.

Adaptive quality delivery

Your video content is distributed on each device providing to each user the best possible quality depending on his/her connectivity and kind of technology.

Wide audience

Our live streamings are based on the Akamai Intelligent Platform™, which is able to handle a potentially infinite audience. No worries about the amount of concurrent users connected during live events.

DVR (time shift)

DVR on a live streaming let viewers stop and rewind your event back to its start time and come back to live with a simple click. The DVR function on your broadcast will let the audience to stop and rewind your event from the beginning and come back with a simple click to the live function.

Embed

Manage your live events in the same way as your video on demand. Configure an embed with your preferences, combine advertising and publishing on your web pages, all in a few easy steps.

Advertising

Several ways to monetize your content live: associate one or more pre-roll, enter overlay timed advertising and make dynamic advertisement calls during breaks of your live event, to maximize revenues for each of your video streaming.

Custom configuration

Meride guides you through the process of configuration of your streaming. In Meride CMS you can find all information needed to properly setup your encoder and pre-configured files to let you publish your contents quickly and simply. There are no special restrictions on streaming formats of your encoder: you just need to instantiate a single stream format (e.g. RTMP) to handle all possible devices reached. Meride takes care of required (transcoding activities).

Multilingual audio

Our player will automatically detect the user's language and will provide the correspondent audio, even on mobile devices!

4. Player and styles

Customise your player, make it a unique experience for your viewers. Video players are the first point of contact with your audience: offer the best possible experience with Meride player, light and fast and with a very high level of compatibility with client devices.

Smart Player is an innovative and easy way to deliver video in Flash and HTML5. Our player automatically detects which device, operating system and browsers is adopted by the viewer, and provides the appropriate video format. You can customize the style of the player to reflect your company brand, setting functions and player behaviors. Skins, buttons, color, font ... make it your own player!

Subtitles

Distribute your video in any language through the subtitles option. For each language, easily upload the related subtitle files (.srt or .vtt). 100% compatibility guaranteed also for mobile devices.

5. Supported devices

All video content, both live and on demand, are accessible from any device, on all possible platforms (browsers) and operating systems, thanks to HTML5 support. Meride manages the different content distribution formats, depending on the kind of device, guaranteeing more than 97% of compatibility for desktop and mobile (iOS and Android) devices. A continuous updating activity of Meride platform helps keeping this high level of compatibility today and tomorrow.

HTML5

Meride player is an HTML5 video player, built for mobile, which provides excellent startup time of each video stream. With HTML5 the player has a consistent behavior on all devices, operating systems and browsers.

Device detection

Provide user experience with full continuity: the player Meride automatically detects the device used and provides the video to a format compatible and in the most appropriate bitrate.

6. Advertising and monetization

Increase your revenues deriving from your online business exploiting all the possibilities today available in the online video advertising market, thanks to the unique characteristics of our player. Always updated with the latest standards, Meride allows you to arrange your video - both live and on demand - with a high number of advertising formats.

Video monetization

You can assign advertising to your videos through tools and modules available in Meride. All standard video formats are allowed! Overlay, pre-,mid- and post-roll; you can choose the display modes and any skip.

Place your overlay

With your videos you can publish an advertising content overlay, both live streaming and on demand, displayed at time intervals managed by Meride CMS.

Compatibility

Our player is regularly updated with all emerging advertising standards. Meeting the different technologies requirements of Ad serving, Meride offers the ability to post ads using tags VAST 1.0, VAST 2.0, VAST 3.0, VPAID, MAST, DART. By the same player you decide how to place your tag or if uniquely diverse, depending on the type of fixed or mobile device.

7. Breaklive

Breaklive is the innovative ad insertion tool for live streaming, which multiplies the opportunities for content monetization, making live streaming a great business opportunity. During a live streaming event, Breaklive makes to VAST x.0 advs calls and synchronizes them to the video stream, by using the Meride module Live Streaming Ad Insertion.

Compatible with many TV play-out platforms, Breaklive can increase up to 10 times the traditional advertising volumes, allowing to manage digital distribution of live contents in a more peaceful and profitable way.

8. Analytics and audience

Detect and monitor the behavior of your audience with a complete set of analysis and detailed reports. Measure the popularity of your content, the level of viewer's involvement and the whole behavior of your audience, filtered by geographic area, tag, keywords and much more. Tracking is possible on video on demand, live streaming, Facebook sharing and grouped by the different devices. Use the tools and services offered by Meride Analytics or the ones of third party suppliers.

Meride Analytics

The analysis and reporting tool designed by our team. Available in different solutions, provides the key data on video and audience (total views, unique users, minutes allocated, filter devices, statistics of ADV, QoS, etc.).

Media Analytics Akamai

Audience Analytics, QoS Monitor and Viewer Diagnostics provide advanced metering capabilities and practices for post-event analysis, recognition of quality in real time and the ability to solve problems for each single viewer.

Nielsen

The Nielsen cross-platform solution integrates tv and online audience with real data, providing an overview on the joint use of TV and internet.

ComScore

Video Metrix ComScore provides objective data related to online video activities, with the most accurate and complete set of measurements.

9. Social media

Encourage viral sharing and increase your audience with the social media module for Facebook. Copy/paste the embed code and you will have your player directly on your Facebook wall. The social media module allows you to expand your audience on the most popular social network and involve your followers sharing your video contents (live and on demand).

Customize ADV sharing

With the Social media module you can create advertising campaigns suitable for your Facebook audience. Maximize your revenues thanks to the versatility of our player.

Live streaming

Directly on your Facebook page! Try our service that will allow you to reach the social network audience in a direct and more engaging way.

10. Applications

Create all the applications that you want, for iOS and Android devices, deciding for each one the visibility of your contents. Increase the effectiveness of your application integrating contents that Meride puts at your disposal.

Web service e feed XML

All information about your videos are available by querying a web service or an XML feed so that we can develop any application without the necessity of managing data.

Manage your videos

Decide which video became available on your application; you have the option of manage the categories and also exclude a single video.

Activate your live

Through a simple checkbox you can turn on your streaming to broadcast live on the app, in a quick and intuitive.

Monetize on your apps

Insert targeted advertisements on your applications, uses this mechanism to generate additional revenue.

11. Extensions and additions

Use Meride API to automate processes and to synchronise with your workflow. Meride API allows you to interact with the Meride data reducing working times and speeding up your production processes.

Meride REST API

API REST allow you to interact with the Meride data, in a rapid and massive way, in order to reduce the working times and speed up the processes for putting into production. A large part of the operations performed from the Meride CMS are replicated via API.

Meride API Player

The Player API can be used through Java Script to interact with the player Meride.

12. Latest 2017

Meride is constantly updated to help create value with your video content. With a wide variety of features and tools, even more numerous today, thanks to new integrations 2017, Meride facilitates in generating advertising revenue and propose more effective digital communications.

Meride Analytcs

Strategy on real data: analyzes and reports provide the best vision to successfully manage your content. Use Meride Analytics to capture business information and to study the user behavior on your videos so as to facilitate the development of loyal audience.

- Audience monitoring: users, sessions, devices, time display, advertising, effective play, domains and pages
- Creating custom reports
- Possibility of user behavior analysis

Meride Ad WaterFall

The system Ad WaterFall is an innovative Meride functionality to increase revenue by exploiting enrichment principles of advertising, ensuring quality standards and performative unequaled.

Meride Secure

Maximum safety for sharing on social networks and in protected environments.

Meride Ad Block

- Adblock has generated an estimated loss of \$ 22 billion in 2015, of which only 3 in the video advertising
- There are 198 million active adblock users worldwide
- Adblock grows by 41% globally in the last 12 months
- Italy has 4.7 million adblock users, with a penetration of 13%

Each publisher faces significant spending for the production of quality video content: Protect your business with Meride Ad Block. Use our system in several ways, choosing the one best suited to you:

- It inhibits the video content viewing to the user with active adblock
- The video is displayed after a wait
- The video manages the provision of an adv server-side content before the video

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