What is
LDeX MEDIA PLATFORM?

LDEX

MEDIA PLATFORM

WHAT IS THE THE LDeX MEDIA PLATFORM:

The UK's digital platform of choice which enables industry partners to globally connect, share resources and support each other through best practices in order to fulfil media and satellite broadcasting requirements. All members share a common focus in delivering best in class technology associated with media manipulation, broadcast, storage, CDN and media distribution networks services.

The Data centre provides immediate access to satellite downlinks, high content networks, vast storage capacity, maximum levels of security and a range of features to protect against downtime.

ADVANTAGES FOR MEDIA COMPANIES:

Expand and develop your existing product sets by formulating partnerships with other technology providers within the platform.

Generate additional revenue opportunities by increasing the performance of your media solutions by doing business within the ecosystem.
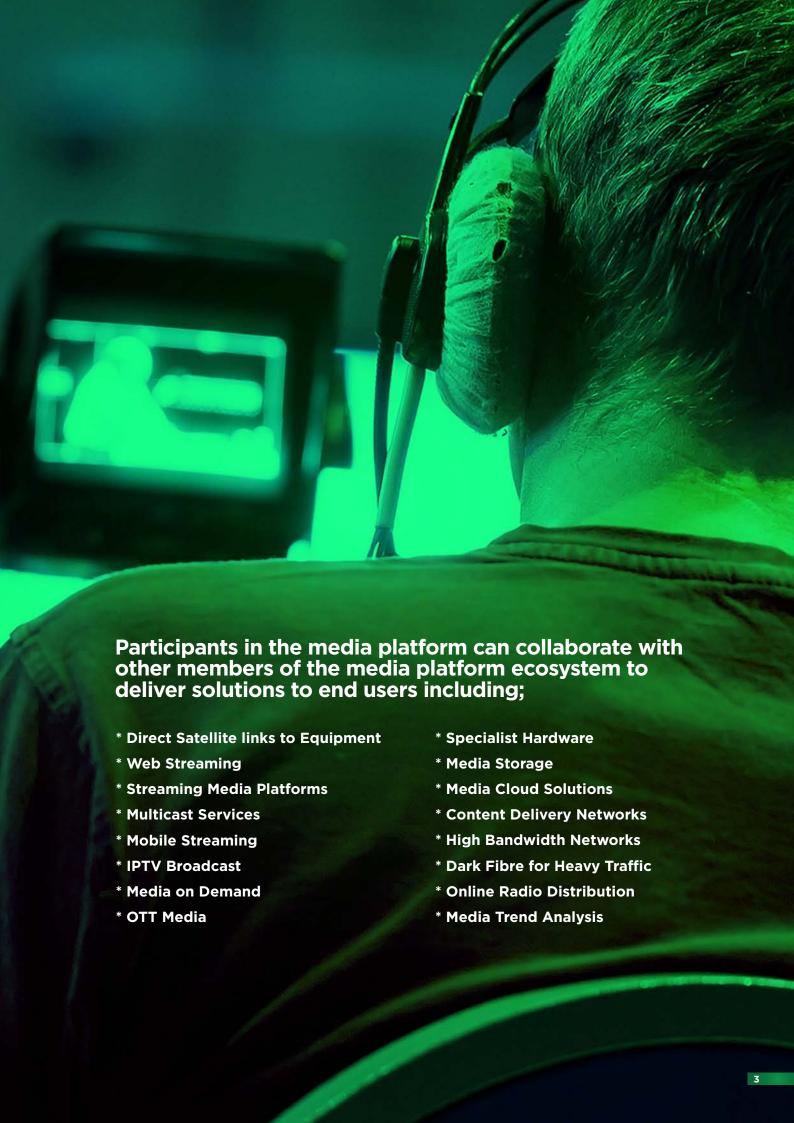
Receive price advantages by working with other members of the media platform.

Enhance your customer base by making sure your company's message reaches the audience that you would like to target through joint marketing opportunities and gain access to new markets.

Learn from industry best practices through case studies and networking opportunities provided through the platform.

Generate a growing media hub that automatically attracts interest of new clients increasing exposure to new business opportunities for all participants of the platform.

Participants in the media platform can collaborate with other members of the media platform ecosystem to deliver solutions to end users including;

* Direct Satellite links to Equipment

* Web Streaming

* Streaming Media Platforms

* Multicast Services

* Mobile Streaming

* IPTV Broadcast

* Media on Demand

* OTT Media

* Specialist Hardware

* Media Storage

* Media Cloud Solutions

* Content Delivery Networks

* High Bandwidth Networks

* Dark Fibre for Heavy Traffic

* Online Radio Distribution

* Media Trend Analysis

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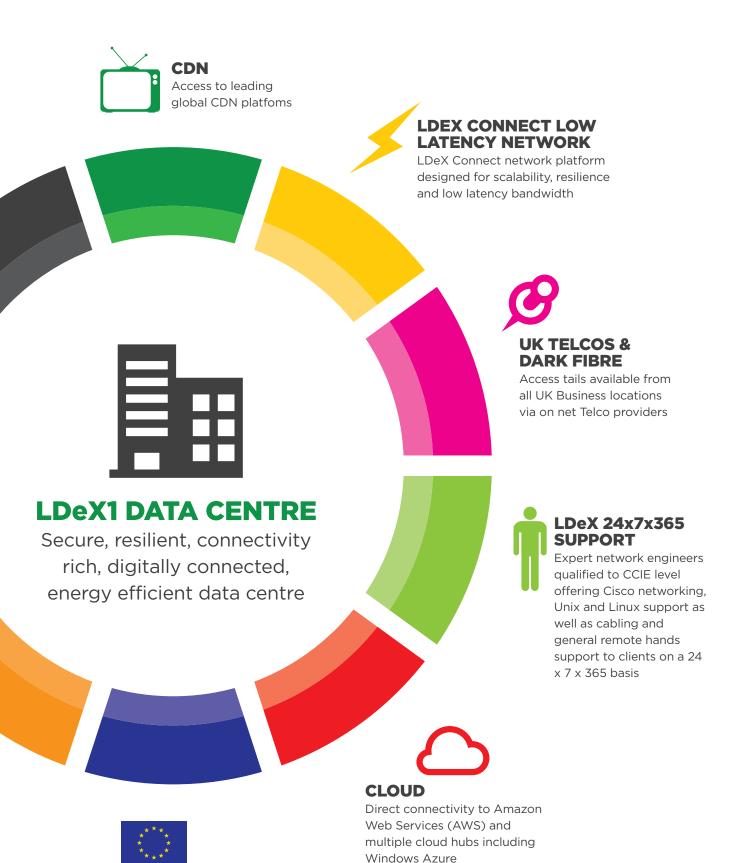
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SATELLITE DOWNLINK
Optical distribution from ten installed satellites

MEDIA HUB
Encoding, Streaming, OTTV, Multicast Networks and media related services

STORAGE
Scalable storage options available for backup and archiving of data, both onsite at LDeX1 and offsite

TIER 1 NETWORK PROVIDERS
Access to multiple on net top 5 global networks including Cogent, Level3 and Sprint

CDN
Access to leading global CDN platfoms

LDEX CONNECT LOW LATENCY NETWORK
LDeX Connect network platform designed for scalability, resilience and low latency bandwidth

UK TELCOS & DARK FIBRE
Access tails available from all UK Business locations via on net Telco providers

LDeX 24x7x365 SUPPORT
Expert network engineers qualified to CCIE level offering Cisco networking, Unix and Linux support as well as cabling and general remote hands support to clients on a 24 x 7 x 365 basis

LDeX1 DATA CENTRE
Secure, resilient, connectivity rich, digitally connected, energy efficient data centre

CLOUD
Direct connectivity to Amazon Web Services (AWS) and multiple cloud hubs including Windows Azure

TIER 2 NETWORK PROVIDERS
Access to multiple on-net regional network providers

LDeX MEDIA PLATFORM

LDeX1 DATA CENTRE
Secure, resilient and energy efficient data centre

At the heart of the Media platform is the LDeX1 Data Centre. This facility is designed for maximum power resilience with N plus N power to each cabinet, energy efficiency with green electricity from renewable sources and fixed electricity pricing until 2017. The facility scales up to 500 rack footprints in five data halls and is manned 24 x 7 x 365.

As a carrier neutral colocation provider, LDeX1 offers a thriving network ecosystem boasting a range of Tier1 and Tier2 networks, dark fibre providers and direct low latency access to a number of leading Internet Exchange points, IP Transit and Bandwidth providers, Content Delivery Networks and Metro & Long Reach Ethernet circuit providers.

LDeX1 24 X 7 SUPPORT

Media Platform members benefit from LDeX's data centre remote hands and technical services team. Support is provided by the highly skilled LDeX team including Windows, Unix and Linux support, Cisco networking support to CCIE level, racking, cabling and general remote hands available 24 x 7 x 365.

LDeX CONNECT LOW LATENCY NETWORK

LDeX Connect has developed a low latency multi-homed network targeted at members who don't have the experience of dealing with ISPs and Internet Registries, but still require a fast connection to the Internet. This network platform has been created by peering with the largest IP networks in the world as well as the largest Internet Exchange Points in Europe. We can establish direct connections for our clients with the major global ISPs and remove network hops and latency, giving a consistent and fast direct connection. The network is resilient with built in dual core network architecture with multiple redundant network POPs in LDeX1 and Telehouse North giving multiple 10Gbps network capability.

CDN

LDeX1 benefits from being on net with Level (3)'s global Content Distribution Network. Direct peering is also available to other leading global CDNs including Akamai and other CDNs from Media Platform members.

UK TELCOS & DARK FIBRE

Access tails enabling clients to connect into the platform are available from leading European communications providers including BT, Colt, EU Networks, Sprint and Virgin Media. For clients that require large amounts of data, diverse dark fibre is also available in LDeX1 via Geo Networks.

MEDIA HUB

Media Hub services are available through the LDeX Media Platform members enabling services such as downlinking, encoding, packaging, storage and secure streaming of premium broadcast content, including Digital Rights Management solutions from Adobe and Microsoft.

The hub currently downlinks and encodes over 100 channels for various broadcasters and is able to offer high quality multi bitrate streaming in a wide variety of formats (including HLS, RTMP, HDS, RTSP, HTTP, Smooth Streaming and MPEG Dash). The Hub's multi-platform Live Streaming solution includes comprehensive rights management, EPG ingest, video ad serving, integrated paywall capabilities, real-time analytics and integrations with multiple CDN (Content Delivery Network) partners.

The Media Hub is certified by FACT (Federation Against Copyright Theft) for online distribution of premium media content.

SATELLITE DOWNLINK

LDeX have deployed multiple optical distribution systems to downlink multiple satellite frequencies from our satellite farm. The system gives LDeX the ability to hand off multiple feed types to its members from a single coax feed to an optical feed allowing the client to build their own in rack highly scalable distribution system.

CLOUD

LDeX Media Platform customers can connect to AWS directly from the LDeX1 data centre via a simple cross-connect that can be established within days. Customers are able to achieve sub millisecond latency between their infrastructure and AWS infrastructure, resulting in improved application performance and security. This service is available in LDeX from multiple on-net providers.

STORAGE

Disk storage can be provided via some of our platform members including Cloud backup solutions where data is stored between multiple Data Centres for optimum resilience and scalability.

GLOBAL TIER 1 NETWORKS

Clients in the LDeX1 data centre can connect directly to the largest IP networks in the world via a simple cross connect including:

- **Level(3) which has the largest IP backbone globally**
- **Cogent Communications which now a top 5 globally connected network**
- **Sprint which is ranked as a top 10 globally connected network provider**
- **NTT which is globally renowned as being the second largest IP network provider and can also be provided into LDeX via a backhaul network.**

EUROPEAN TIER 2 NETWORKS

Clients in the LDeX1 data centre can benefit from the best regional peering by using one of the many on-net tier 2 service providers. These providers provide an array of connectivity options and the list is growing all the time.

www.ldexgroup.co.uk

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