FUEL™
The Definitive Streaming Solution
by Bitcentral

Digital streaming the world has been waiting for

FUEL delivers on the promise of what digital streaming can be. With an extraordinary viewing experience powered by an innovative process that creates dynamic channels with seamless content flows, **FUEL drives more traffic, longer engagement and more ad revenue.**
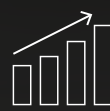
Automated Content Curation

Create dynamic playlists from a variety of sources to deliver quality content across any device.

Extraordinary Viewing Experience

FUEL's seamless content flows drive more traffic and longer engagement times.

Maximize Your Digital Ad Revenue

Seamlessly integrate ads into a continuous stream to amplify ad revenue.

The FUEL Difference

10x ad impressions

FUEL creates broadcast quality digital content with integrated ads that maximize viewing times and boost ad impressions by an average of 10X.

The longest session duration in the marketplace

FUEL boasts the longest viewing session duration in the industry, giving you more opportunities to generate ad revenue.

One interface, multiple workflows

FUEL integrates all of your workflows into a single platform, allowing you to work more efficiently.
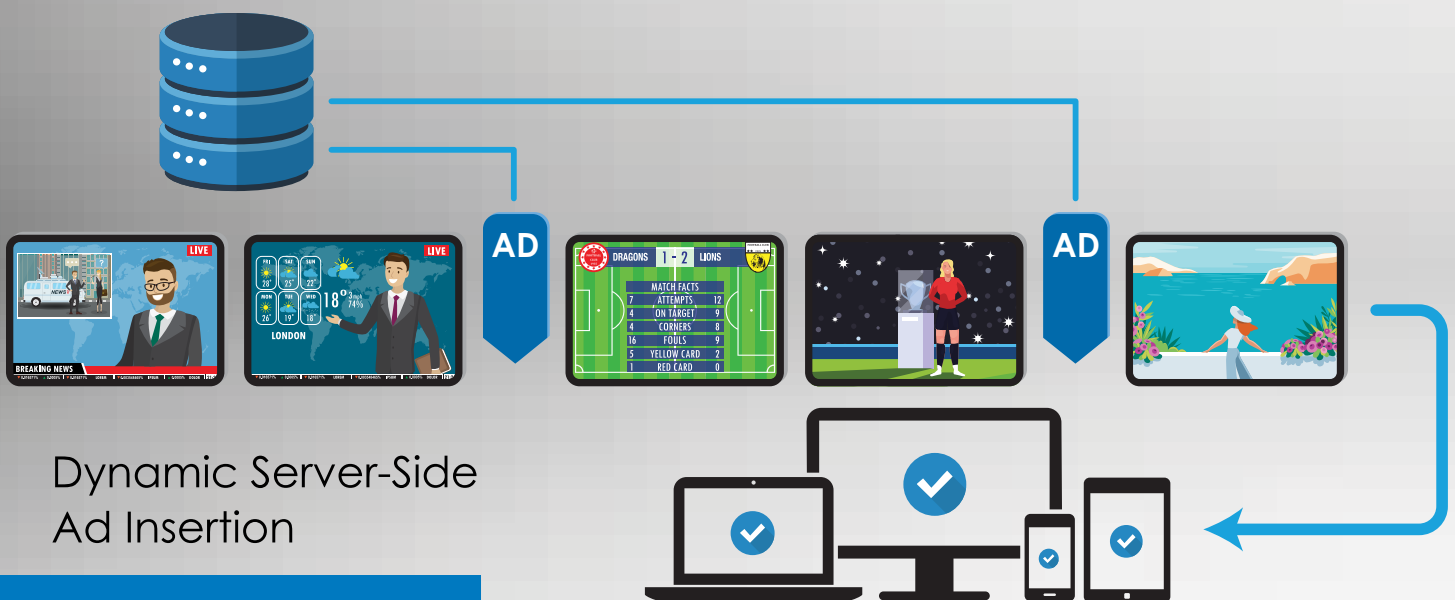
Simple curation and deployment of content and ads

With FUEL, everything you need is at your fingertips. You can easily curate and deploy content with seamlessly embedded ads in minutes.

Peace of mind in a hectic digital world

With FUEL—a Bitcentral solution—you get a battle-tested partner with two decades of broadcast experience and a sterling industry reputation for service and support.

FUEL delivers an extraordinary viewing experience that sets the bar in streaming

Dynamic Server-Side Ad Insertion

The Definitive Streaming Solution

FUEL™

Ingest file-based and live media

- SDI and RTMP live streaming formats
- Automated ingest via MRSS or JSON
- Integrated with Oasis®

User and content metadata management and enhancement

- System ensures metadata is associated with media assets prior to ingest
- Auto-categorizes content ingested into the system
- Add enhanced metadata to assets throughout the workflow

One tool for all content preparation

- All of the content editing elements you need to quickly version content in a single tool

Integrated speech-to-text

- Maximizes efficiency when clipping source content
- Time and text-based clip identification, no need to scrub video to find exact in and out points

Seamless switching between live stream and file-based playlist components

- Ability to seamlessly switch to unplanned live news while maintaining a continuous stream of video content

Dynamic playlist generation to create a personalized viewing experience

- Video content is dynamically constructed in real-time to create a personalized stream based on geography, demographics and user preferences
- Leverages all available metadata and analytics to customize media to the individual viewer

Easily monetize media

- Support both local spot and programmatic ad delivery
- Pre-integrated with an ad exchange
- Server-side ad insertion for a high-quality viewing experience

Non-Stop Live™ channel type

- Presents the most recent programming, starting from the beginning, so viewers don't miss a minute of their live shows
- Can be join-from-beginning or join-in-progress
- Completely automated channel

Linear-on-Demand™ delivery

- Stitch together individual clips to seamlessly create a continuous stream of video content
- Server-side delivery
- Highest quality stream
- Maximizes viewership retention

WordPress CMS plugin

- Automates publishing of dynamic, personalized video channels directly to WordPress
- Enables automated curation of a WordPress website with video

Scalable cloud-based architecture

- Easily scales to the necessary demand
- No hardware expenses required

Intelligent analytics

- Provides in-depth system and viewer data
- Ability to use analytic intelligence to make better decisions on the type of content created
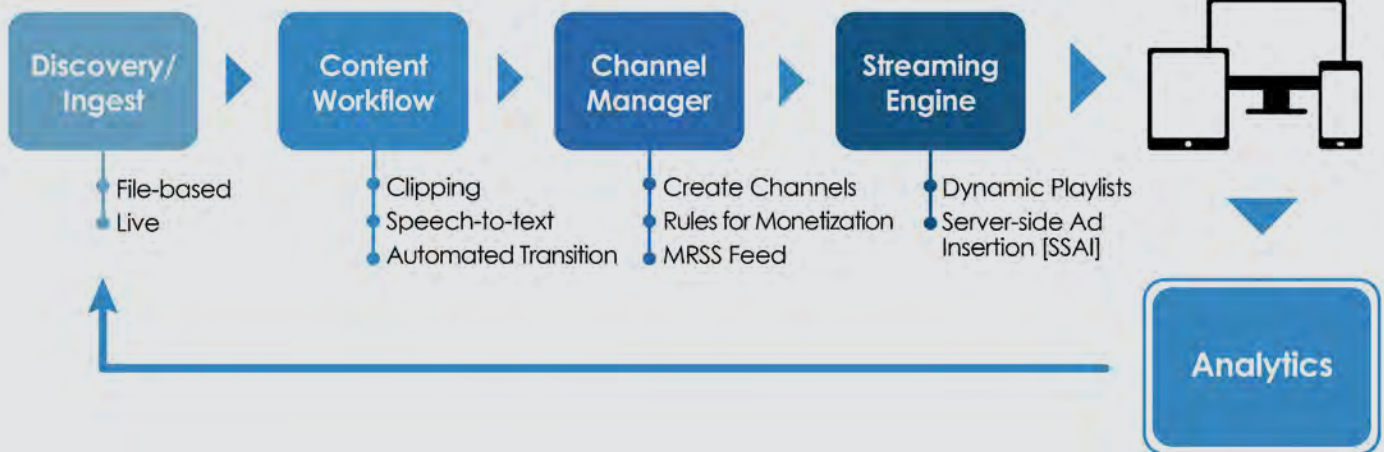
FUEL sets the bar in streaming with a comprehensive, scalable platform

FUEL streamlines your workflows and efficiently hosts all of your videos on a single platform. A cloud-based, end-to-end solution, FUEL drives efficiencies in your production process.

ASSET MANAGEMENT
Enhanced Metadata, Rights Management

Linear On Demand™ Streaming

Discovery/Ingest ▶ Content Workflow ▶ Channel Manager ▶ Streaming Engine ▶

- File-based
- Live

- Clipping
- Speech-to-text
- Automated Transition

- Create Channels
- Rules for Monetization
- MRSS Feed

- Dynamic Playlists
- Server-side Ad Insertion [SSAI]

Analytics

FUEL
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bitcentral
efficient media workflows