

# NeuLion

POWERING THE NEXT-GENERATION  
VIDEO EXPERIENCE



Eric Grab, CTO

Workshop: Video Meets Mobile – The 5G Opportunity, Aug 2015

Panel on Content and Service Providers View on Mobile Video – Intro presentation ~10 minutes





A leader in delivering highest-quality live and on-demand digital content experiences on any device.



# Our Vision

NeuLion empowers people to experience the high-quality entertainment they care about – anywhere, on any screen.





NeuLion is public company, 550 employees worldwide.



NeuLion Digital Platform

**DIVX**<sup>TM</sup>  
Consumer Electronics  
Licensing & Consumer Software

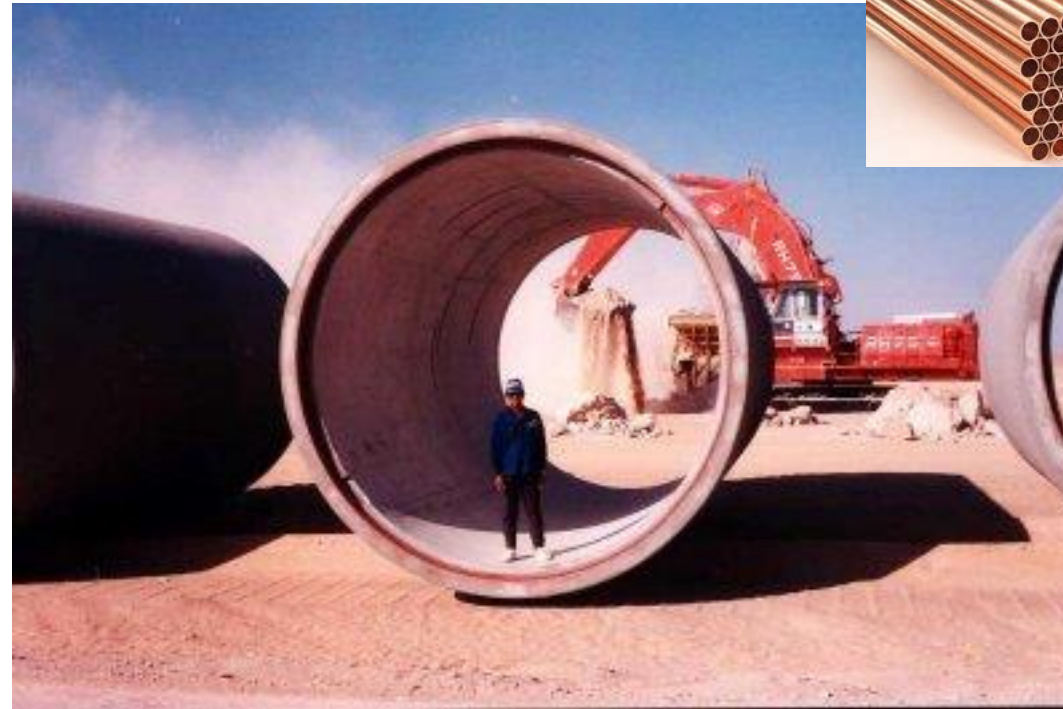
**MAIN**<sup>®</sup>  
**CONCEPT**

Professional Content  
Publishing Tools





# Mobile Video. It is great and necessary to have more and bigger pipes.



Lots to appreciate and work on at this level.



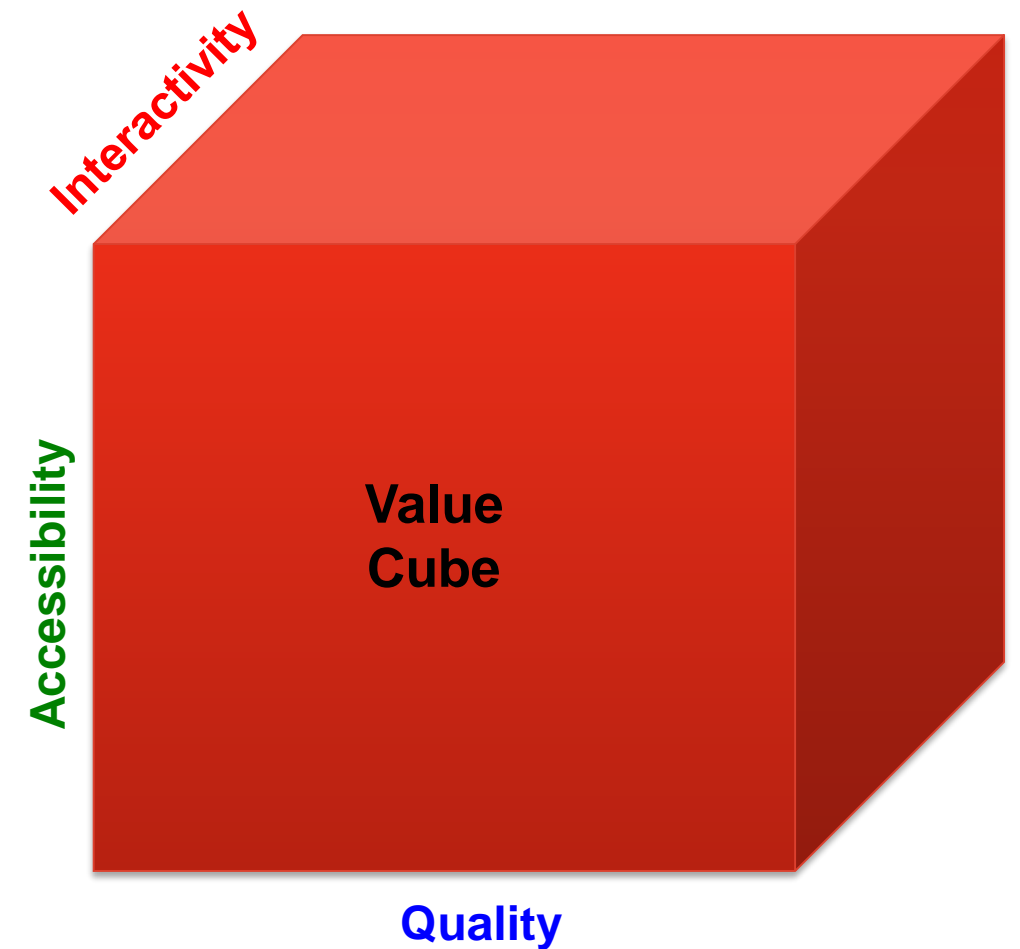
Consumers appreciate what can be done after the pipes are installed.

Content vs. Conduit.

# How to model consumer value for video entertainment?

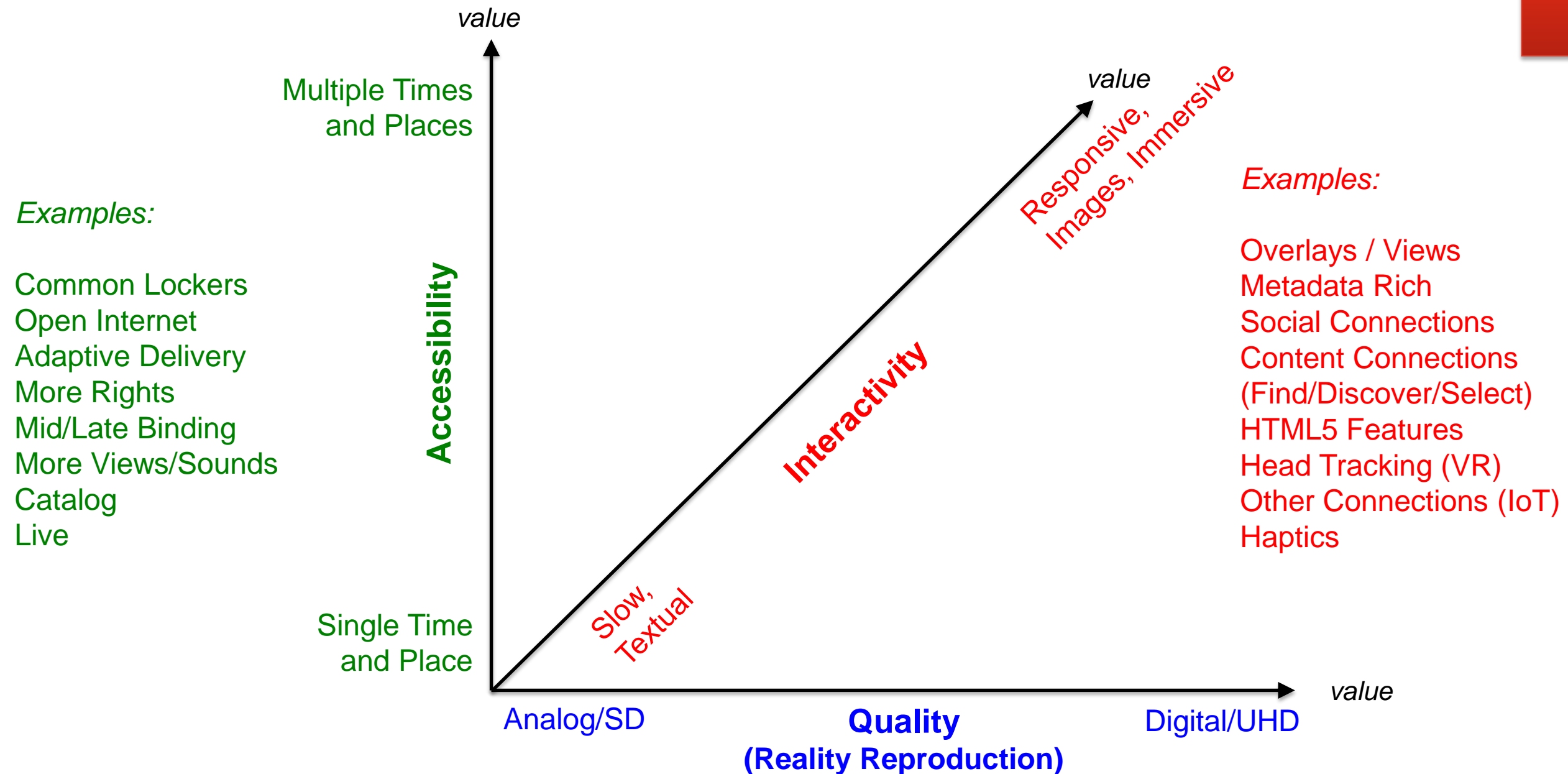
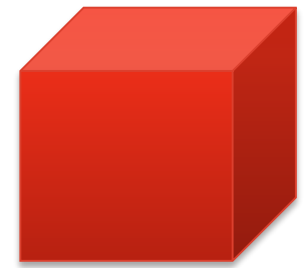
Use a 3-dimensional axis on an abstract value scale: Accessibility, Quality, Interactivity.

$$\text{Value} = \text{Accessibility} * \text{Quality} * \text{Interactivity}$$



*Note: This is a conduit model. A content model, with dimensions such as story quality and relevance, is a different topic.*

# What makes the value cube bigger?



Also a hope to stay balanced for all 3. In other words strive to make it a cube, not a table top.

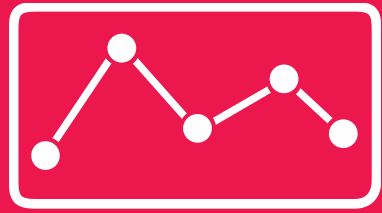
*Examples:*

More Discrete: Resolution (1080, 2160), Frame Rate (48, 60, 120), 3D

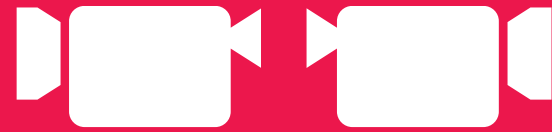
More Continuous: Brightness (HDR, nits / f-stops), Color Gamut (% or P3 or 2020), Audio Quality

# Increase Audience Engagement

Create immersive live viewing experiences that enhances and differentiate services.



Integrated Stats



Multiple Camera Angles



Instant Replay



Slow Motion Control



Multi-Event Streaming



Live to VOD Clips



Timeline Event Markers



Virtual Reality



# More on our view...

- Interactive features makes for some great analytics. Views vs. element views.
- High quality components are nice, comprehensive solutions are better. Especially when the solution becomes more than the sum of their parts (overlays, linking, control).
- High density venues have opportunities for unique value, yet can be technically challenging.
- Looking forward to 5G promises. It will expand our capabilities and enable us to create better and new experiences.
- On the value model: Still issues on each axis. Looking for guidance from multiple groups (DASH, Ultra HD Forum, DECE, etc.), and our own internal innovation.
- Invite folks to try out our current set of experiences.



# Thank you

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