

OVERVIEW **KYTE PREMIUM**

Kyte *Premium* provides **small to medium-sized businesses** with an affordable, professional grade online and mobile video platform. Kyte *Premium* includes everything you need, from widespread distribution to interactive user engagement capabilities, to reach and engage your audience, wherever they are.

KEY BENEFITS

- Easily publish online, mobile and social video in real-time
- Instantly deliver an interactive mobile video experience without custom development
- Reach audiences anywhere - on your website, the social web and mobile phones
- Engage online and mobile audiences more deeply and in multiple ways including multimedia chat, moderated user-generated content campaigns and social sharing
- Converge your online, mobile and social presence into a single branded community
- Monetize online and mobile audiences and increase premium video ad inventory
- Deliver live and on-demand content

WHY KYTE?

Kyte is the only video platform with integrated mobile distribution and social capabilities, enabling media companies, enterprises and organizations to deeply engage audiences through interactive, multi-platform social video experiences.

KEY FEATURES

- **Integrated Online, Mobile and Social Video Platform** - Seamlessly produce content and engage audiences with a unified, online, mobile and social platform.
- **Multiple Production Options** - Produce live streaming and on-demand video; easily upload or email pre-recorded content, online and via mobile devices.
- **Audience Engagement and Interactivity** - Engage online and mobile viewers with authentic content, multimedia chat, moderated user-generated content campaigns, social sharing, comments and ratings.
- **Moderated User-Generated Content** - Create brand-safe UGC campaigns with flexible content moderation capabilities.
- **Turn-key Mobile Distribution** - Instantly deliver a branded mobile web version of your Kyte channel.
- **Content Management and Analytics** - Enterprise-grade content management and in-depth online and mobile analytics from a single console.
- **Scalability and Performance** - SaaS-based architecture and best-of-breed infrastructure meet the most demanding scalability and performance requirements.

GETTING STARTED

Contact a Kyte representative at www.kyte.com/start to get started.



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INCLUDED IN KYTE PREMIUM

Allocations

- 1 Account & Console User
- 1 GB Show Upload Limit
- 1-Hour Live Streaming Duration (Mobile & Internet)
- Max Bitrate 700 kb/s
- Unlimited Kyte Producers

Production

- Mobile & Online (live streaming, record & upload, video upload, email)
- Kyte Studio (advanced production tools)
- Video Transcoding from Standard Video Formats
- Video Transcoding to FLV & Standard Mobile Formats

Distribution

- Mobile Applications*
- Social Web Sharing Tools
- Social Network Applications
- Mobile Web

User Engagement

- Multimedia Chat
- Show Comments & Ratings
- RSS Syndication
- Subscriptions & Alerts

Channel & Player Management

- Flexible Kyte Players
- Customizable Mobile Web Templates
- Mobile & Online Configuration Options
- Player Modules including RSS & Twitter

* Add-on component – additional fees apply

Content Management

- Content Uploading & Management
- Profanity Filter
- Multi-level Content Moderation
- Basic & Advanced Show Moderation

Monetization

- Channel Sponsorship
- E-commerce Links

Analytics

- Distribution Metrics
- Engagement Metrics
- Production Metrics
- Advertising Metrics
- User Metrics

Kyte Platform SDK

- Kyte Server API (read-only)
- Kyte Player API
- Kyte Java/PHP Client Libraries

Services & Support

- Account Set Up
- Support Portal (documentation, user guides, best practices)
- Professional Services*

