

OVERVIEW **KYTE PROFESSIONAL**

Kyte *Professional* provides **medium to large-sized businesses** with an end-to-end online, mobile and social video platform. Kyte *Professional* includes everything you need, from content production and management tools to ad server integration, 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.
- **Online and Mobile Monetization** - Comprehensive monetization capabilities including built-in ad serving capabilities and integration with leading ad platforms and networks.
- **Media Sharing and Multiple Account Support** - Easily share media across multiple accounts and define hierarchical account-based access levels.
- **Single Sign-On** - Register and authenticate your community against your own user system or host your users within a secure realm on the Kyte Platform.
- **Moderated User-Generated Content** - Create brand-safe UGC campaigns with flexible content moderation capabilities.
- **Turn-key Mobile Distribution** - Instantly deliver the full Kyte experience to leading mobile devices including iPhone and BlackBerry.
- **Powerful Integration Capabilities** - Flexible player architecture and deep online and mobile integration with the Kyte Platform SDK.
- **Content Management and Analytics** - Enterprise-grade content management, multi-level moderation 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.



OVERVIEW **KYTE PROFESSIONAL**

INCLUDED IN KYTE PROFESSIONAL

Allocations

- Multiple Accounts & Sub-Accounts
- Multiple Console Users & Roles
- 3 GB Show Upload Limit
- Unlimited Live Streaming Duration (Mobile & Internet)
- Configurable Bitrate / Video Quality Settings

Production

- Online & Mobile (live streaming, record & broadcast, video upload, email)
- HD Professional Live Streaming*
- Content Uploading & Management
- API Production
- Media RSS Import
- Video Transcoding from Standard Video Formats
- Video Transcoding to FLV & Standard Mobile Formats
- H.264 Pass Through Support

Distribution

- Mobile Applications*
- Social Web Sharing Tools
- Social Network Applications
- Mobile Web
- Domain Whitelisting
- Export to YouTube*

Engagement

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

Channel & Player Management

- Customizable Player Templates
- Customizable Mobile Web Templates
- Mobile and Online Configuration Options
- Player Modules including RSS & Twitter
- Custom Flash Modules (swf)

Content Management

- Content Uploading & Management
- Profanity Filter
- Multi-level Content Moderation
- API Content Management

Monetization

- Sponsored Channel Branding
- Ad Server Integration*
- Built-in Ad Serving Capabilities*
- Ad Network Integration*
- E-commerce Links
- Custom E-commerce Modules*
- Mobile Advertising & M-commerce*

Analytics

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

Kyte Platform SDK

- Kyte Server API
- Kyte Player API
- Kyte Mobile Media Optimizer
- Kyte Mobile Communications Library
- Kyte Java/PHP Client Libraries
- Delegated Authentication

Services & Support

- Designated Account Manager
- Account Set Up
- Support Portal (documentation, user guides, best practices)
- Email & Phone Support
- Professional Services *

* Add-on component – additional fees apply

