

FRACTAL  MEDIA

A COMPLETE DIGITAL VIDEO ECOSYSTEM  
FOR THE DISTRIBUTION OF  
EDITORIAL CONTENT

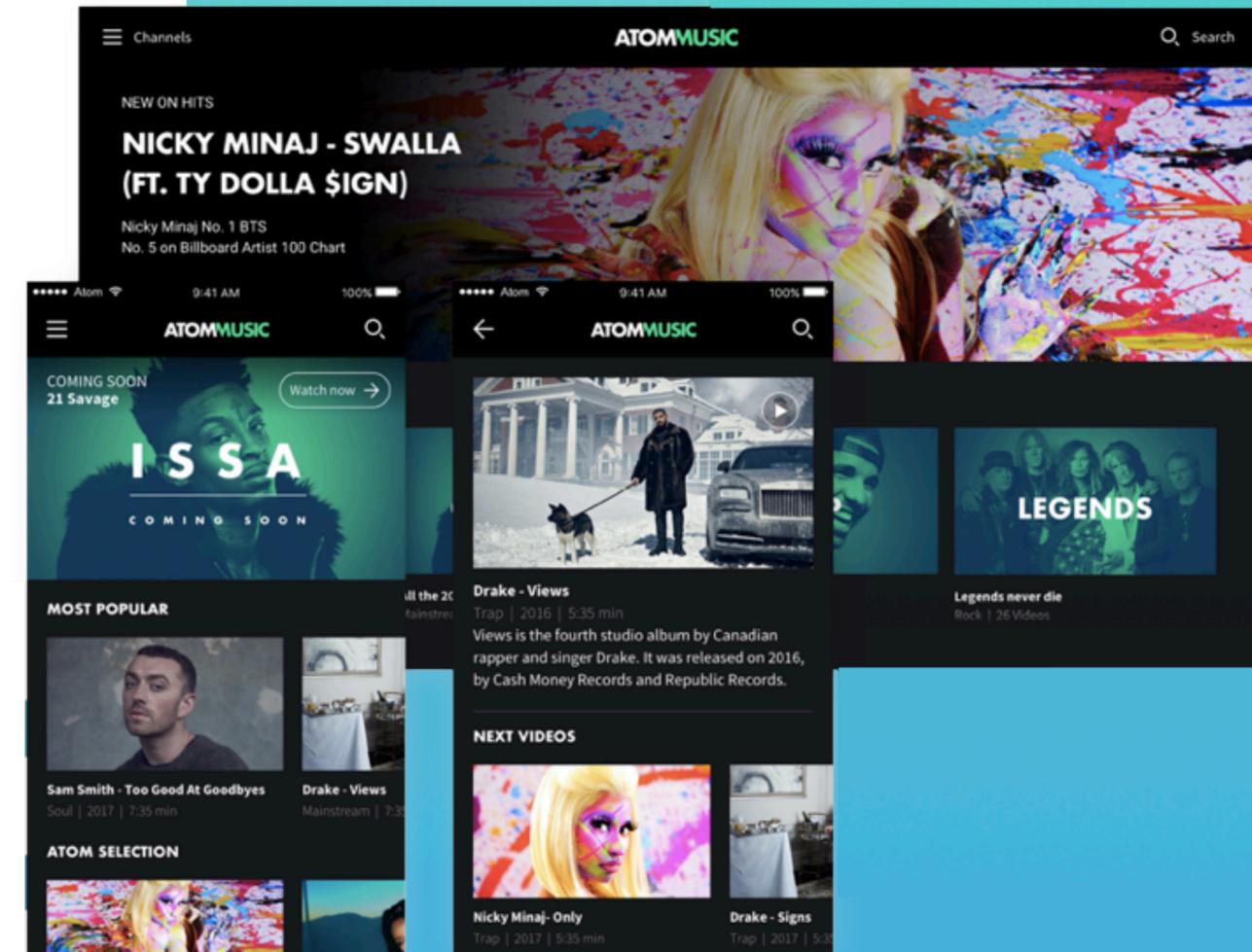
## About Fractal Media

We are **industry leaders** in the development of technical solutions aimed at facilitating **digital video asset distribution in multi-device environments**.

With **over 12 years of experience** creating efficient, innovative and reliable results for clients big and small.

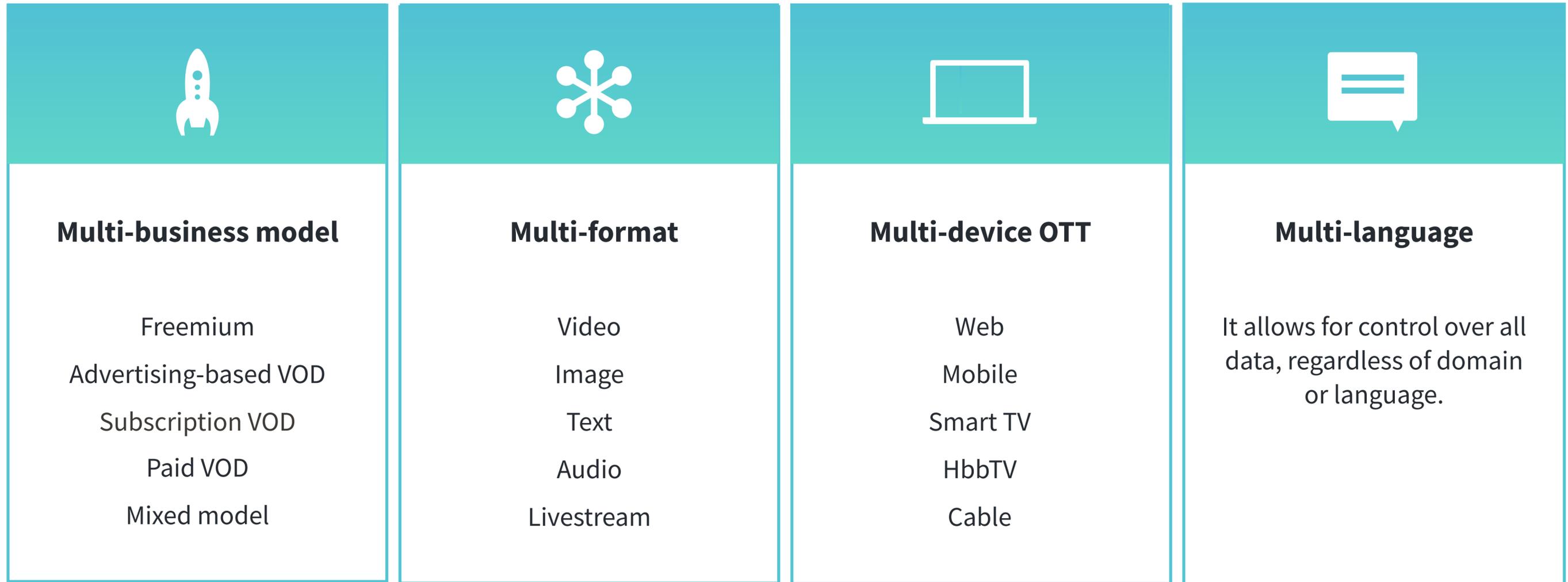
Our line of business covers a **wide range of expertise applicable to the development of Over The Top (OTT) platforms**, multi-device apps and Content Delivery Networks (CDN) services, as well as digital video and marketing services.

We have **offices in Madrid and Miami**. Our multidisciplinary team of experts is always ready to provide effective solutions that will allow you to grown and expand your business in the digital space.

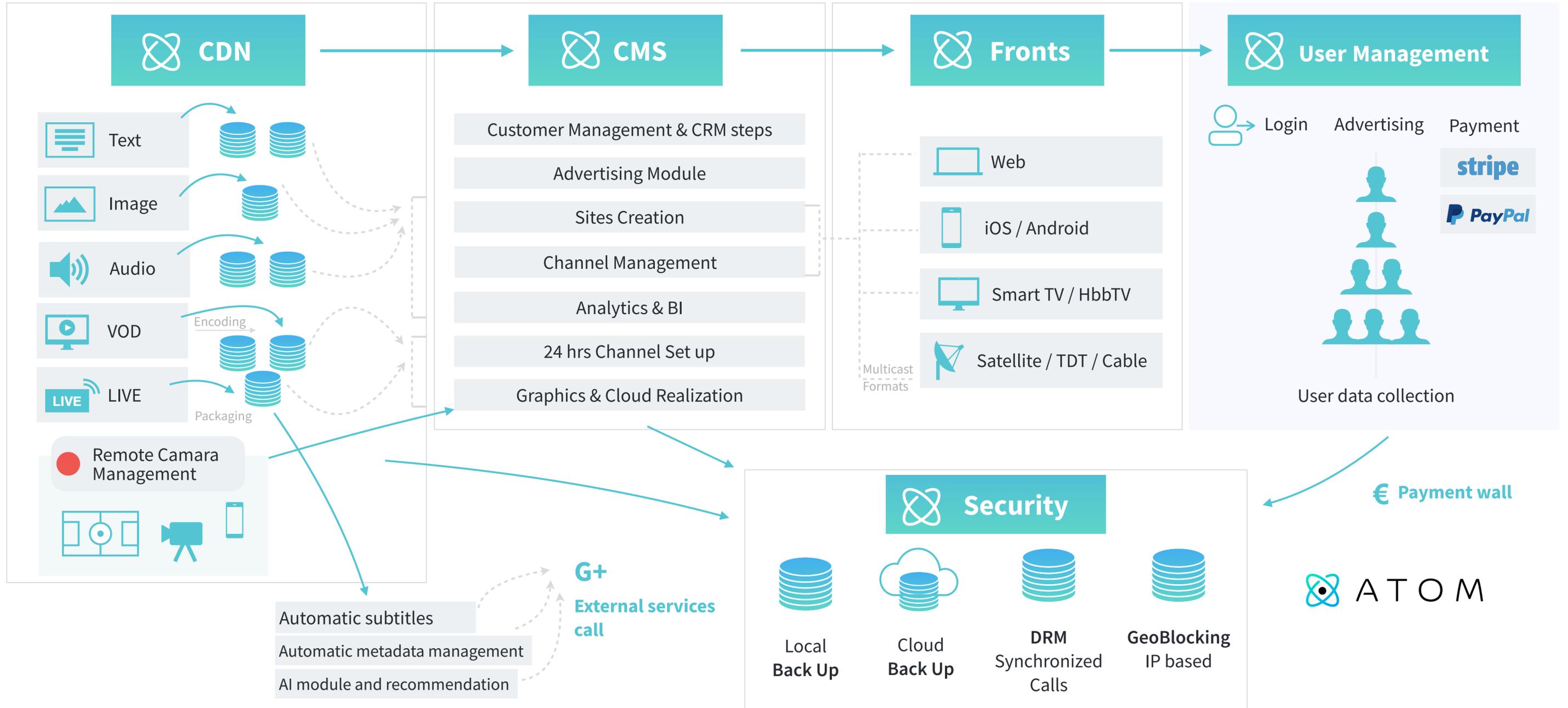


# What is ATOM?

ATOM is an integral and modular digital communications system that can be managed from a **single access point**. It includes:



# Integral, Single-Access-Point Management for an Entire Digital Video Ecosystem

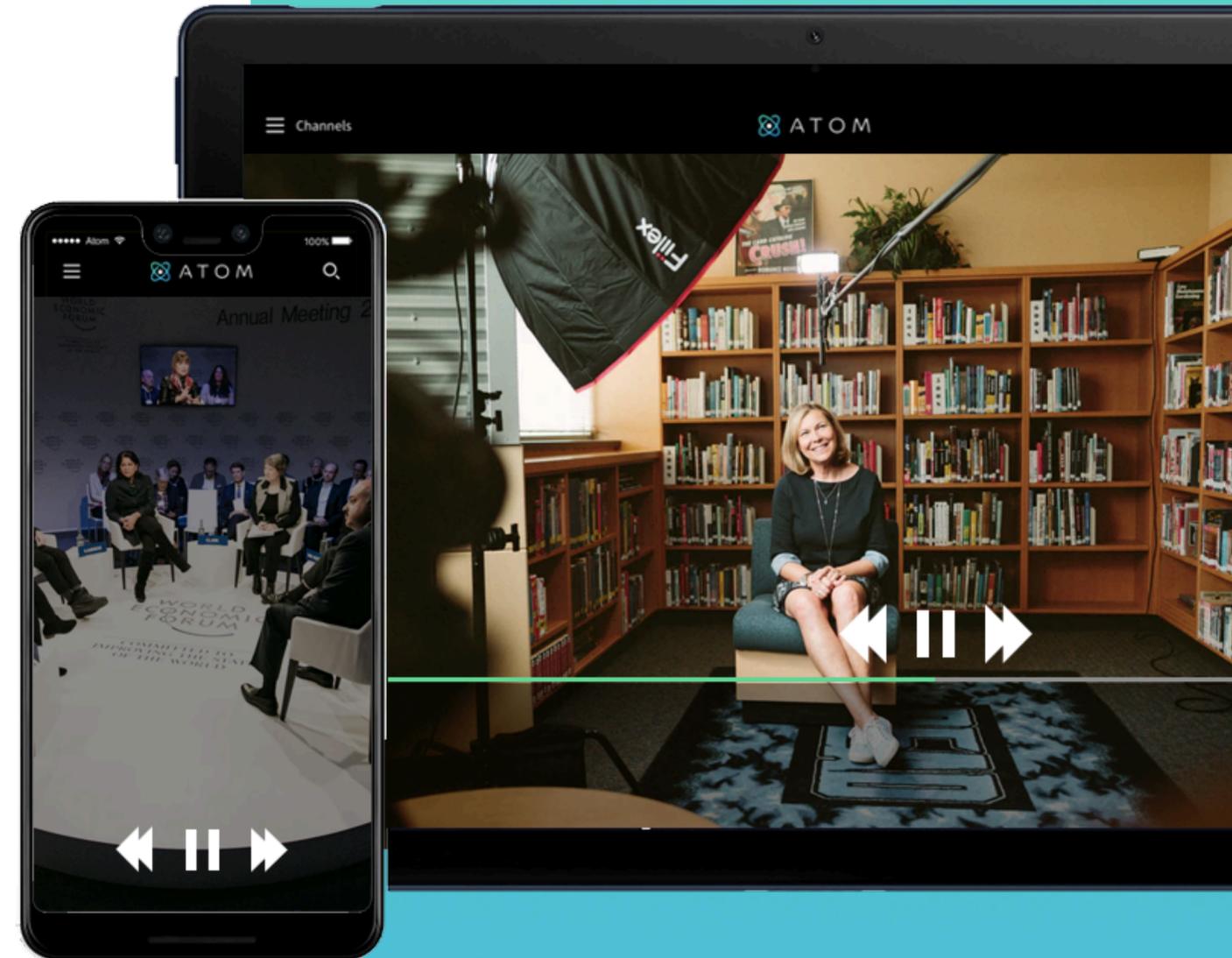


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TODAY, IT IS VITAL FOR THE MEDIA TO HAVE A STRATEGY FOR GENERATING AND DISTRIBUTING VIDEO CONTENT IN MULTI-DEVICE DIGITAL ENVIRONMENTS, IN ORDER TO BUILD POWERFUL, SOLID, AND EFFECTIVE BUSINESS MODELS.

THESE DIGITAL MODELS NOT ONLY ALLOW YOU TO BROADCAST YOUR SPECIALIZED CONTENT, THUS EXPANDING YOUR COMMUNICATION CHANNEL, BUT ALSO OFFER YOU THE POSSIBILITY OF MONETIZING YOUR EDITORIAL CONTENT ON TOP OF THAT WHICH ALREADY EXISTS.

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## Create a Sustainable Communication Model



### **Without intermediaries**

Create your own service to make your content available on multiple screens.



### **With your own strategy**

Our technology makes all payment and advertising methods available so you can make your platform profitable in an efficient way.



### **Without restrictions**

Decide who you want to reach and how to organize your content and distribution models.

## Advantages

### 01 Boost your business through your own video ecosystem

Develop your business towards video communication by creating a proprietary ecosystem without dependencies on third parties.

OTT platforms allow you to transmit specific, relevant, and quality content so you can attract and captivate large audiences.



## Advantages

### 02 Monetize your content through advertising business models

OTT platforms allow you to make your content more profitable, expanding the possibilities of you growing your business.

We have the necessary infrastructure so you can broadcast and promote your video and/or text content through both progressive and mixed advertising business models.

Freemium VOD | Advertising-based VOD | Subscription VOD | Transactional (PPV) VOD | Hybrid models



## Advantages

### 03 Multiply your income

We help you monetize your remaining inventory and guarantee a higher CPM than the rest of the market. Your content will be published through a marketplace and generate a minimum CPM of €4.00

We also offer ad serving solutions, should you need them.



## Advantages

# 04

### Maximize your business efficiency with our Content Management System (CMS)

Our CMS offers several features that will make you a hyper-efficient media format.

It has progressive payment-wall options, automatic translations, as well as automatic subtitles, giving you the possibility to create new pages without needing programmers, and many other alternatives.



## Why Choose ATOM ?



### Savings

Streamlines management, saving you the trouble of connecting to the system of other providers.

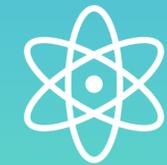
Saves effort on development.

Saves on “time-to-market”.



### Constant Innovation

You will benefit from a system that is being constantly updated, keeping your business and your content relevant.



### Centralized System

Radical savings on technology and backend. Journalists and content managers will be able to post all kinds of information from a single point of access.

## Why Choose ATOM ?



### Modular and Scalable

Being a modular product based on micro-services, you can choose to utilize only the modules and features you need and scale up from there as your business evolves.



### Accesible Content

You can securely host all content and videos in the cloud. Available at all times, you will be able to look up scenes or videos with featured AI tools from our MAM.



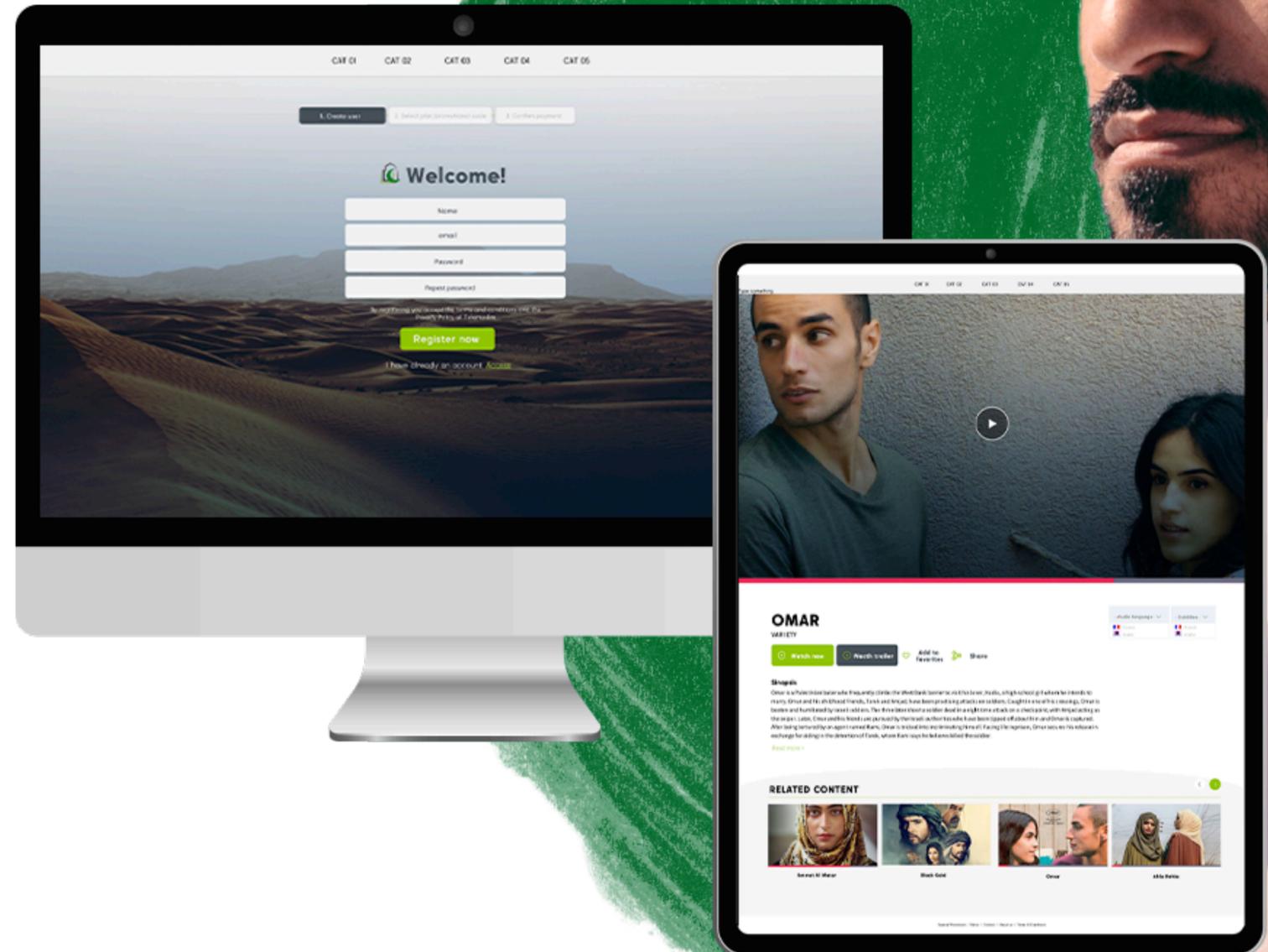
### Marketing Support

We provide cutting-edge marketing services so you can gain access to and retain the maximum possible number of users (ASO, SEO, SEM, Facebook Ads, Email Automatization, Customer Service Tools).

## Case Study

# Tele Muslim

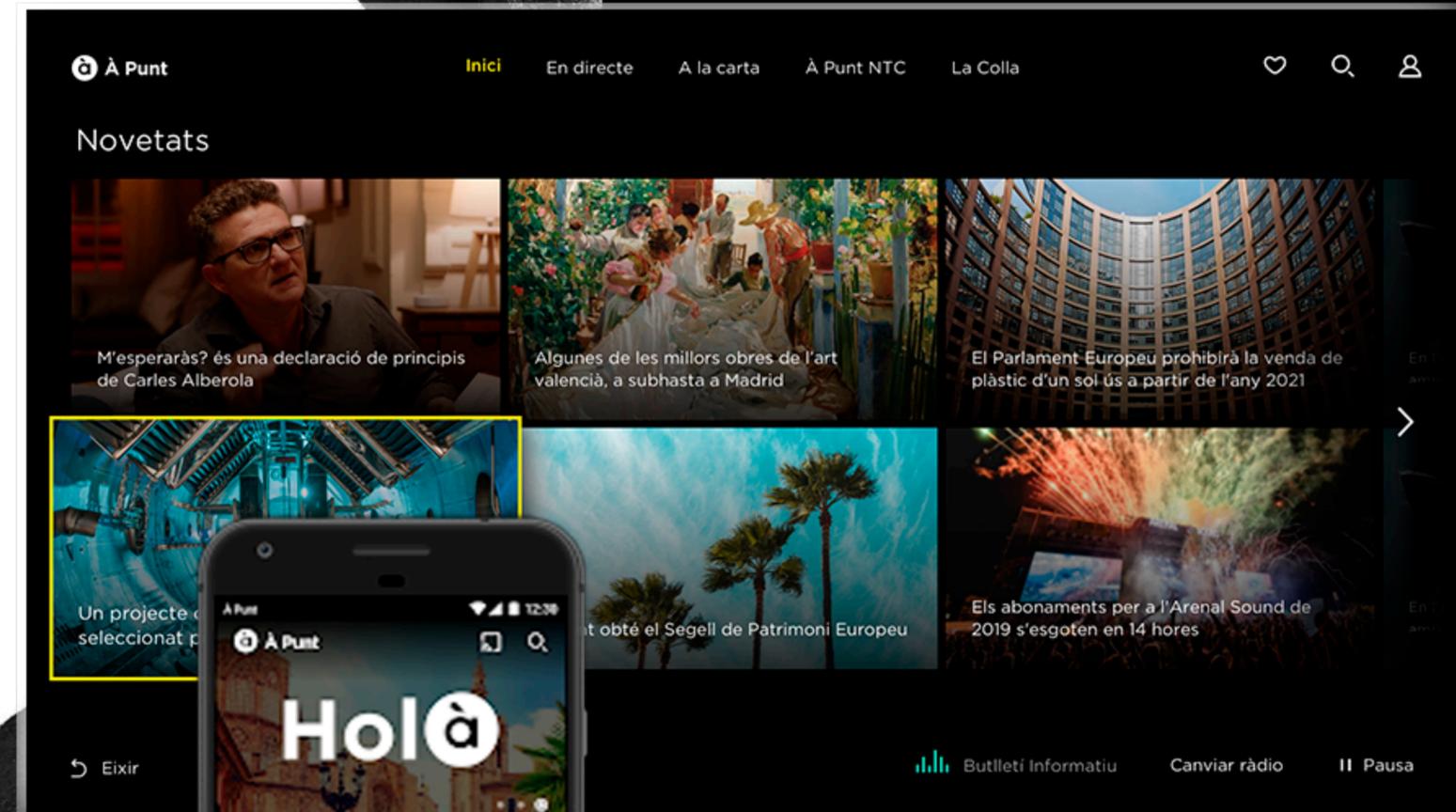
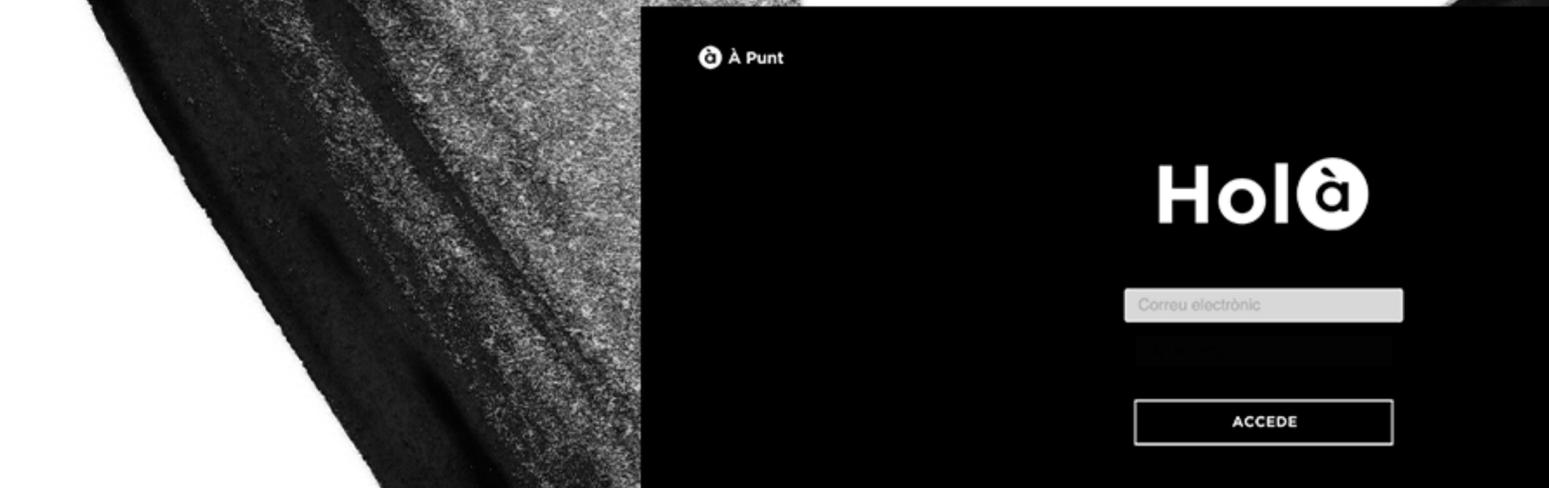
- Released worldwide but focused in muslim communities from Europe and North America
- CDN & CMS provided by Fractal
- Design & UX by Fractal
- Web, Android, iOS, tvOS and Android TV
- SVOD business model
- Live channels and VOD content
- Bilingual (French and Spanish) website and apps
- Content in French, Arabic and English
- Continue watching multi device feature



## Case Study

# À Punt Media

- Multimedia platform for the Valencia's regional channel
- Design & UX by Fractal
- CMS Fractal ATOM
- Integration with brightcove OVP
- Integration with Konodrac SDK for user data management and analytics
- Live channels for TV content and radio
- Publication of news, series, films and podcasts
- Presence in website, iOS, Android, Android TV, tvOS, Samsung, LG and HbbTV
- Kids app with parental controls in sensitive features



## Brands that Trust Us

Telefonica



AMC NETWORKS

rtve

as

EL PAÍS



Iberalia GO!  
Caza · Pesca · Naturaleza



filmax.



El Corte Inglés



MÈDIA



Sevilla Fútbol Club



intereconomía



MACHINIMA

POCOYO



Televisión CONSCIENTE



TUS TELENOVELAS ONLINE



TELEMUNDO

SLOW channel 4K

FOX

COSMOPOLITAN



iHOLA!



CANAL COCINA



FRACTAL  MEDIA

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