

FRACTAL  MEDIA

A COMPLETE DIGITAL VIDEO ECOSYSTEM  
**FOR THE DISTRIBUTION OF  
YOUR BRAND CONTENT**



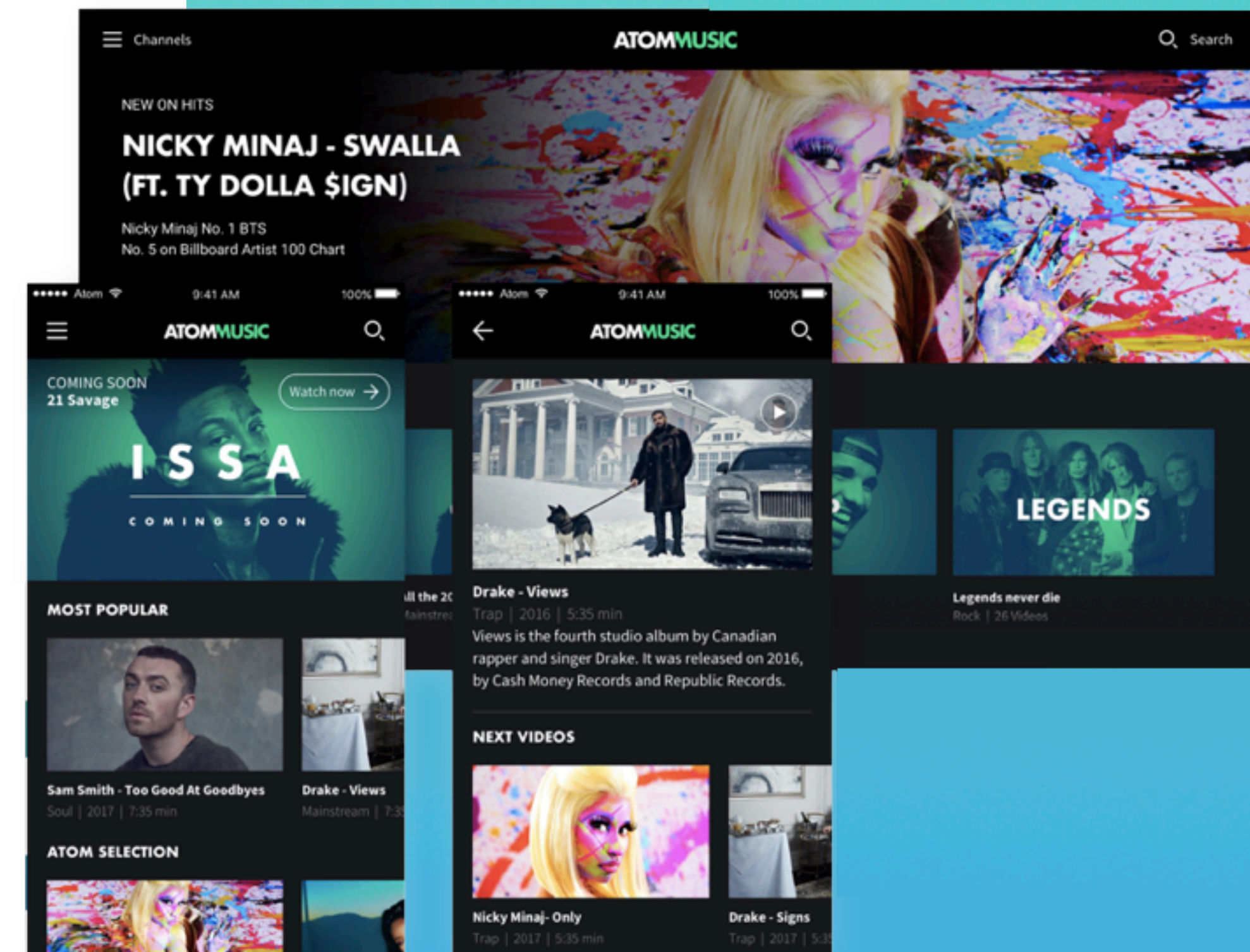
## About Fractal Media

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.

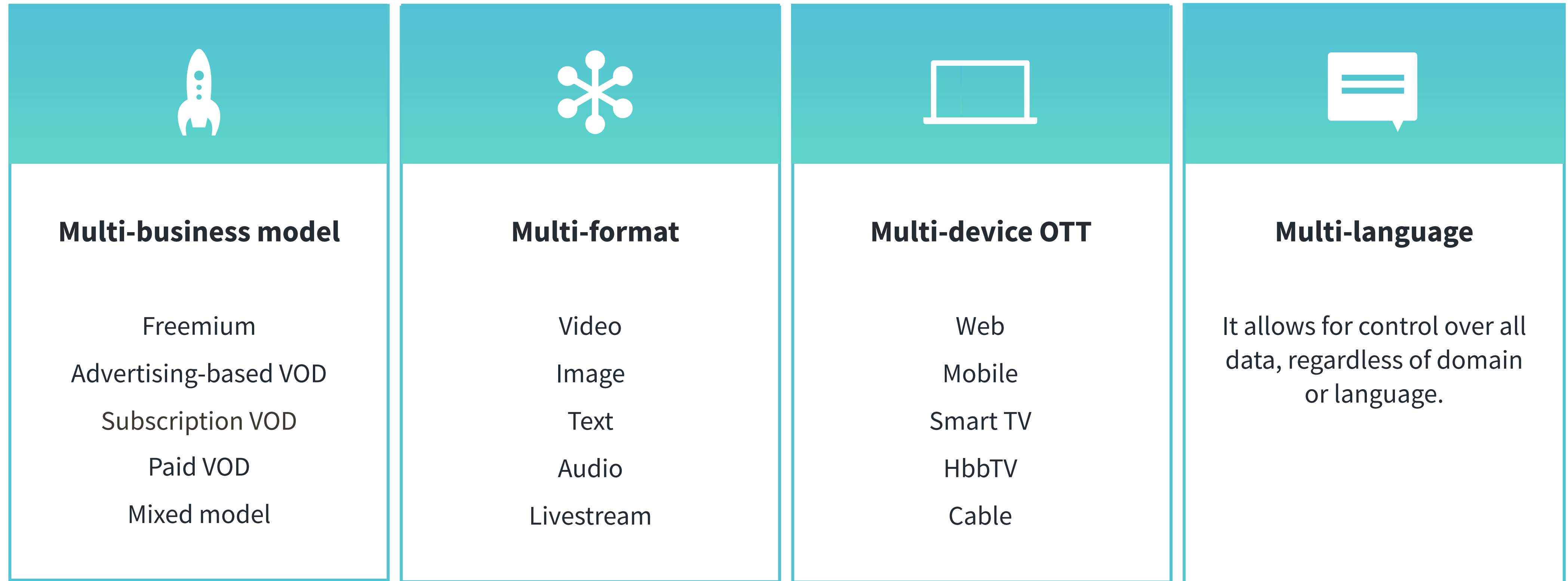
Our line of business covers a **wide range of expertise applicable to the development of Over The Top (OTT) platforms**, multi-device apps and Content Delivery Networks (CDN) services, as well as digital video and marketing services.

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

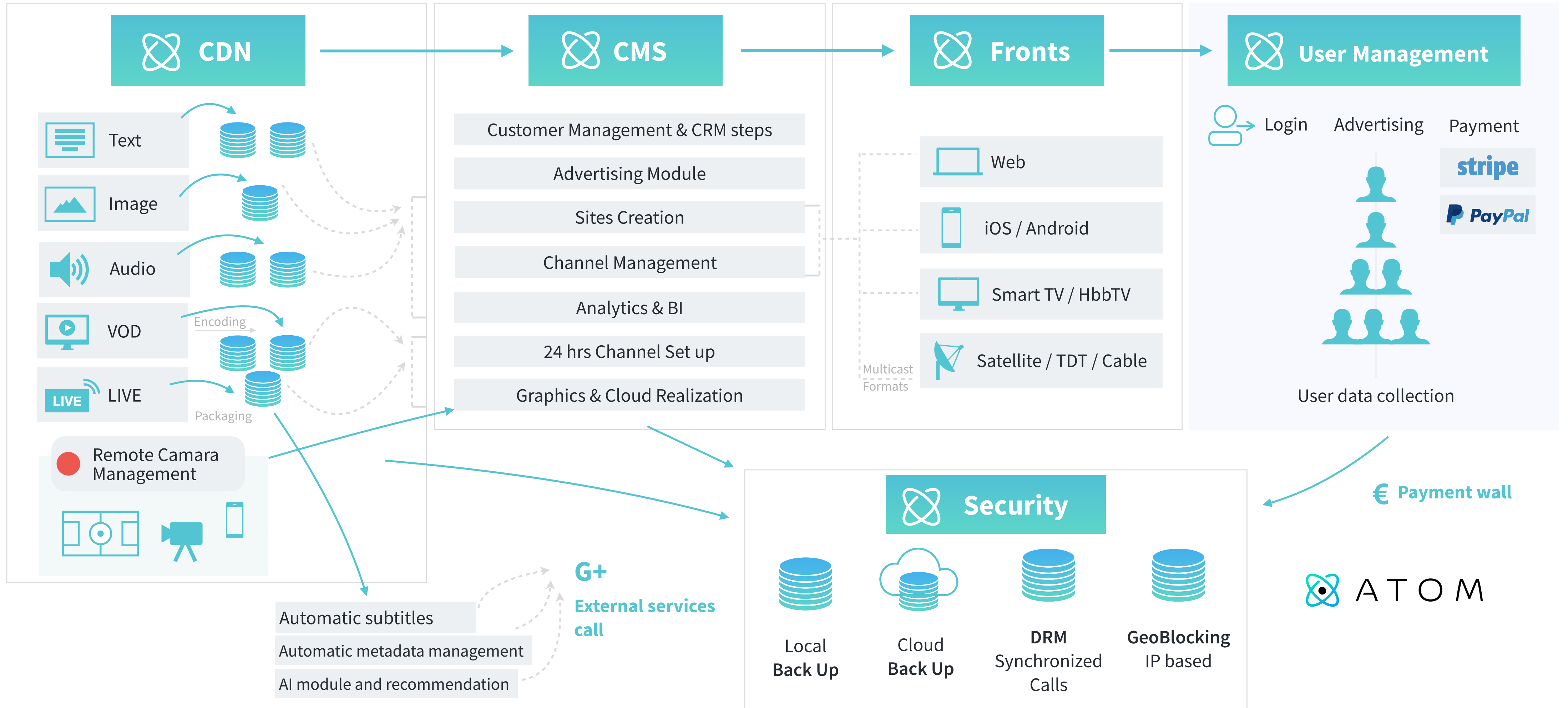


# What is ATOM?

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



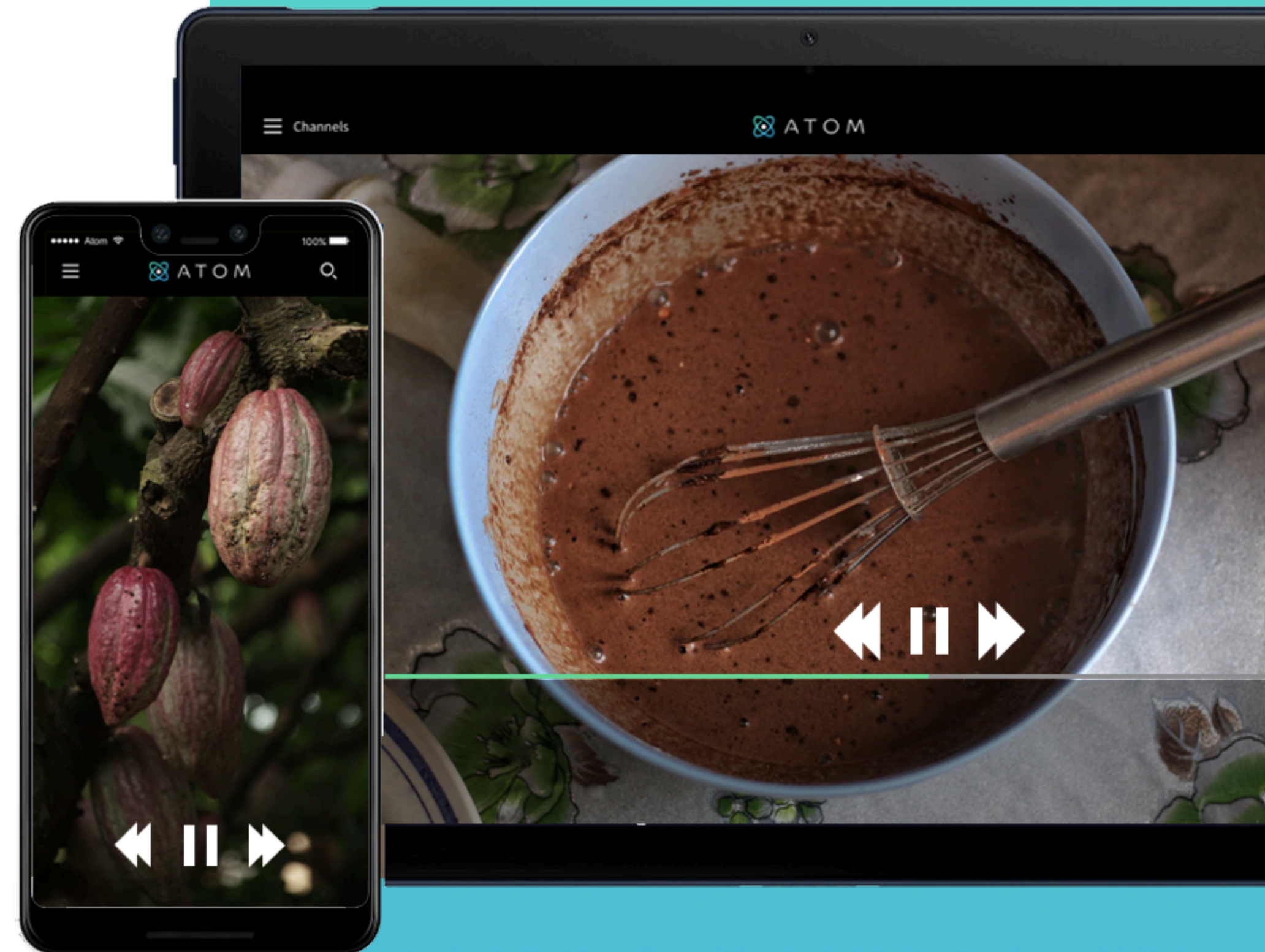


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OTT BUSINESS MODELS AND DIGITAL VIDEO AS A TOOL FOR COMMUNICATING RELEVANT AND INTERESTING CONTENT THAT ADD VALUE AND BUILD STAKEHOLDER LOYALTY ARE A VITAL PART OF TODAY'S GREAT BRANDS.

THESE NEW DIGITAL MODELS ALLOW YOU TO BROADCAST GENERATED CONTENT THROUGH MULTIPLE DEVICES, SO YOU CAN EXPAND YOUR COMMUNICATION AND INTERACTION CHANNELS AMONG YOUR AUDIENCE.

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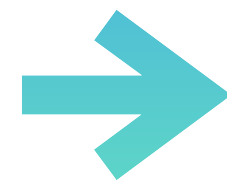


## Create a Sustainable Communication Model



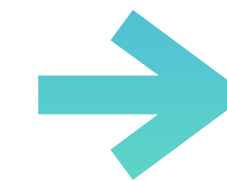
### Without intermediaries

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



### With your own strategy

Our technology gives you the option to feature “reward programs”, including the possibility of creating, uploading, editing, managing, serving, and posting high-quality videos on any device, either live or on-demand.



### Without restrictions

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



## Advantages

### 01 Communicate the values of your brand and engage with your audience

Boost your brand in the minds of your consumers by generating relevant, entertaining, and interesting content that connects with your audience in just a few seconds.

OTT platforms allow you to transmit your brand values through quality content so you can attract and captivate large audiences.





# Advantages

## 02 Reach your audience from any device

Stay connected to your audience, no matter where they are watching from.

OTT platforms are designed to be seen from any device: Smart TV, computer, tablet, or Smartphone. This allows your fans to see the content you generate in a simple and accessible way from their favorite platform.





## Advantages

### 03 Monetize your content

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

You can have your audience subscribe to your content channel for free and/or through a video-on-demand model.

Freemium VOD | Advertising-based VOD | Hibrid models





## Advantages

### 04 Get to know your audience

With the digital model and BI tools offered by Fractal Media, you can find out first-hand and in detail, the type of content that most interests your audience, and gather insight and data on the consumption and behavior of your audience.

Our platform can also help you generate reports on the effect of acquisition campaigns, useful life, client potential, moreover, options for growth.



## Why Choose ATOM ?



### Savings

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

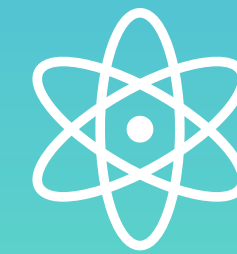
Saves effort on development.

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.

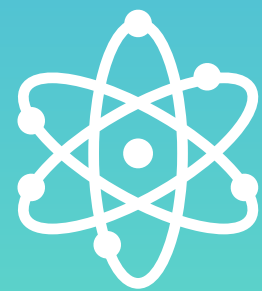


### Centralized System

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.



### Accessible 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

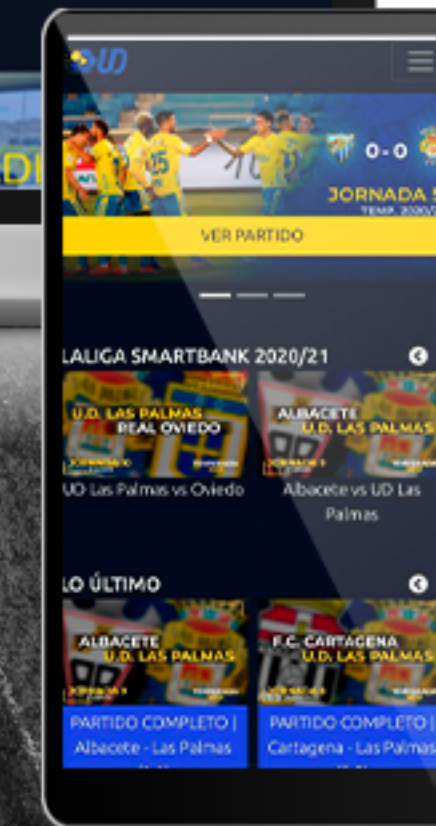
We provide cutting-edge marketing services so you can gain access to and retain the maximum possible number of users (ASO, SEO, SEM, Facebook Ads, Email Automatization, Customer Service Tools).



## Case Study

# Play UD | UD Las Palmas

- OTT platform released worldwide with Sports content
- Web TV, Android mobile app and iOS app
- Fractal ATOM templates in every device
- CDN and CMS provided by Fractal
- VOD, live streaming for TV and radio.
- Advertising module integrated
- Subscription business mode

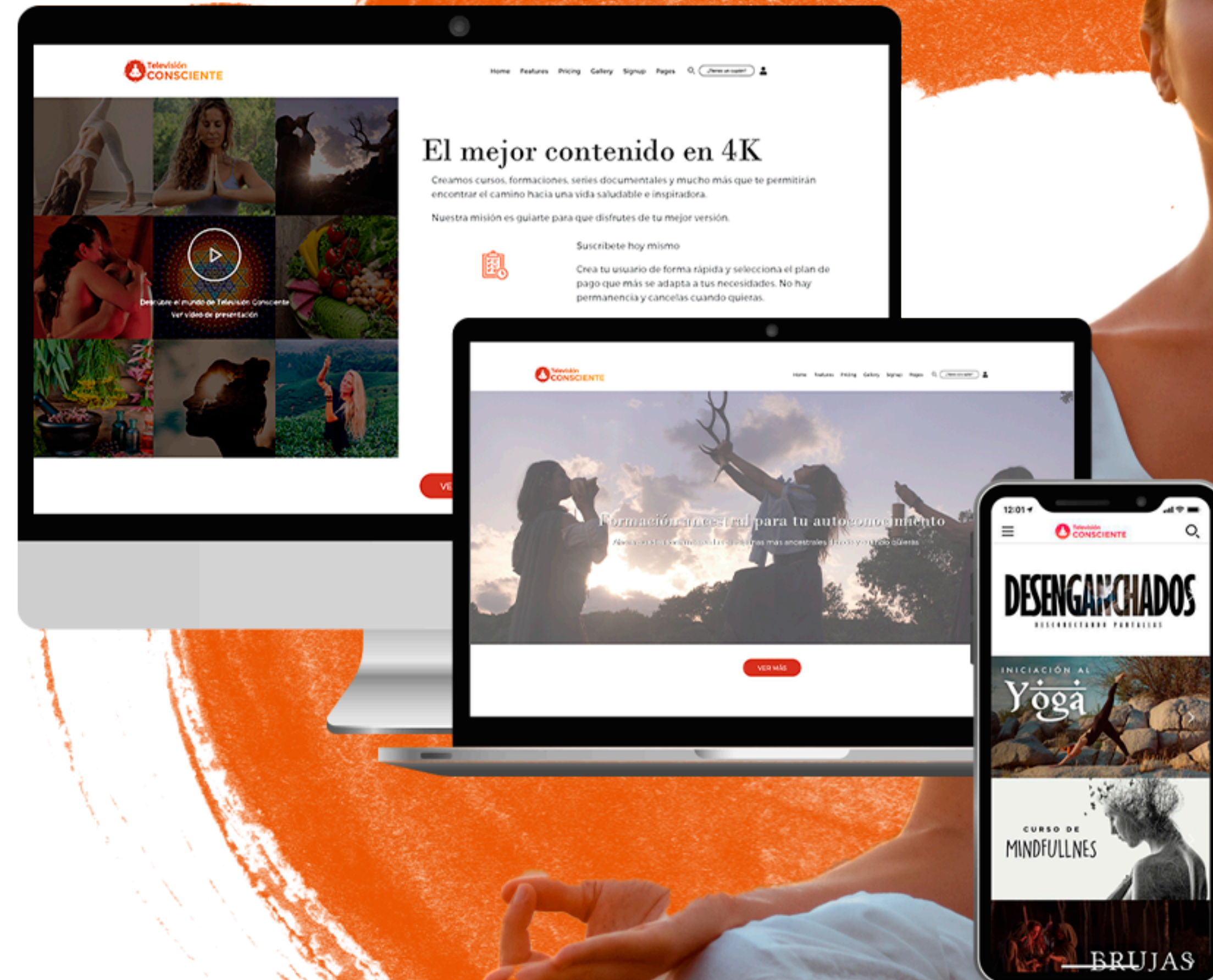




## Case Study

# Televisión Consciente

- Released worldwide
- CDN & CMS provided by Fractal
- Design & UX by Fractal
- Web TV, Android, iOS, Android TV, LG and Samsung Smart TVs
- Health and fitness content
- Live channels generated by Fractal Live2VOD module
- Promo code management and redemption
- Affiliate reward program managed in the CMS





## Empresas que Confían en Nosotros

*Telefonica*



**AMC NETWORKS**

**rtve**

**as**

**EL PAÍS**

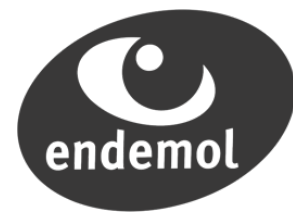


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Televisión  
**CONSCIENTE**



TUS  
TELENOVELAS  
ONLINE



TELEMUNDO

**SLOW**  
channel 4K

**FOX**

**COSMOPOLITAN**

**ONO**

**iHOLA!**

**HADOQ**



**COCINA**

**anima  
kids**



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