

Major League Baseball Advanced Media
partners with Thin Multimedia, Inc to
deliver mobile Gameday Audio streaming

Version 1.0



1. MLB goes Mobile

MLB Advanced Media LP (MLBAM) is the interactive media and Internet Company of Major League Baseball responsible for all of MLB's internet operations.

Thin Multimedia, Inc (TMI) is a leading developer and provider of multimedia software solutions that enable multimedia content to play on mobile networks and devices.

In 2006, MLBAM made the decision that they wanted to offer their fans the ability to listen to all MLB Games on their mobile phones. MLBAM began looking for a service that could provide live audio streaming of all MLB games to a variety of mobile devices. All Major League Baseball games are broadcast on local radio stations (and through syndication) throughout the US. MLBAM has been streaming these live through their web-site, <http://www.mlb.com>, for over 5 years and they were looking to provide the same capabilities on mobile devices. Their goal was to provide MLB.com subscribers with access to the same MLB broadcasts whether they were listening via their computer or on a mobile device.

2. What were MLB's challenges?

MLBAM recognized that one of the biggest challenges they faced with this endeavor was providing the same high quality audio streaming via mobile devices that they were able to provide via the internet. They wanted to provide their fans access to live broadcasts of every game, anytime, anywhere. They also wanted to allow their users to listen to highlights of every game after the game ended.

MLBAM faced the challenge of how to achieve fast, stable, robust, and cost effective streaming service on a wide variety of mobile devices supporting both on deck and off deck services.

MLBAM chose TMI's thinMobile CDN™ solution because it satisfied all of their technical requirements and allowed them to enter the mobile space with a low initial cost; while integrating with their existing infrastructure and allowing for advanced customization.

3. TMI's Solution

MLBAM partnered with TMI to provide secure mobile delivery of MLB's content to mobile devices. thinMobile CDN™ enabled MLB to stream lives broadcasts on mobile devices with a launch on the Sprint Network on Aug 16th 2006.

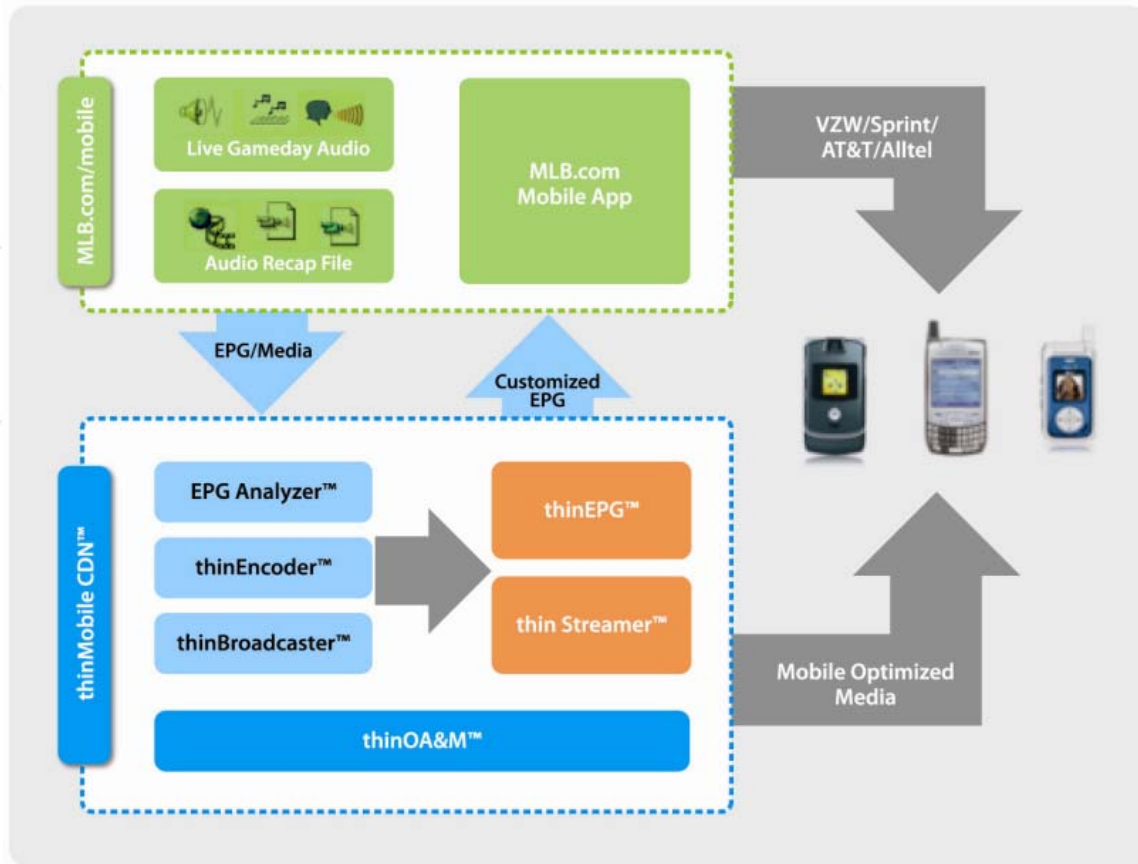
TMI's thinMobile CDN utilizes TMI's proprietary mobile multimedia streaming, transcoding, and porting technology that provides customized and seamless service between content providers and carriers. The components that comprise thinMobile CDN are:

- thinBroadcaster™, TMI's real-time transcoder, transcodes the live game content into standard mobile format; and, also has the ability to automatically recover and provide steady streaming when online radio broadcasts encounter temporary instability.
- thinEncoder™, TMI's powerful and intuitive encoding tool transcodes MLB audio clip packages into broadcast-ready media.
- thinEPG™ (including EPG Analyzer™), TMI's Electronic Programming Guide, updates the broadcasting schedule and status of all MLB games; and provides immediate access to revised information on mobile devices.
- thinStreamer™, TMI's streaming server, supports thousands of concurrent video and audio feeds.
- thinOA&M™, TMI's Operation, Administration and Management service, provides statistics for MLB broadcasts as well as system information.

Currently MLB's Gameday audio streaming service is provided on major wireless carriers such as Verizon Wireless, Sprint and Alltel. This service is available on dozens of feature phones that support streaming as well as smartphones from Palm, BlackBerry and Windows Media Devices.

4. The Solution

The diagram below shows the data flow for MLBAM's GameDay Audio Service.



For live in-game audio TMI's thinMobile CDN™ accepts the live feed from MLBAM. Two things happen simultaneously: (1) the EPG Analyzer™ examines the data for the game and uploads the pertinent information to the thinEPG™ which is the menu a user sees when they connect to the system; (2) the stream is sent to the thinBroadcaster™ which transcodes the feed into the relevant mobile standard. A user connects to the system and sees the Electronic Programming Guide. When they decide which game they would like to hear, they are connected to the thinStreamer™ which streams, in real-time, the transcoded file it receives from the thinBroadcaster™ to the user's mobile device.

When a game is completed an audio recap file is created by MLBAM and is sent to TMI's thinMobile CDN™. The thinEncoder then begins the transcoding process while the EPG Analyzer™ gathers data on the uploaded file for inclusion in the Electronic Programming Guide. When a user connects to the system they will have the option to listen to an audio recap file for all the games that have gone final. Once a user clicks on the audio recap file for a specific game, the thinStreamer™ begins to stream the transcoded file to the user's mobile device.



During this entire process the thinOA&M™ monitors the system providing usage statistics and platform status information.

5. The result

TMI and MLBAM recently announced that they have renewed their commercial agreement for Gameday Audio service which means MLBAM will be relying on TMI's thinMobile CDN™ to continue to provide this service for the next two years. MLBAM's commitment to customer satisfaction and desire to continue to provide high-quality mobile streaming services made it an easy decision to continue to utilize TMI's thinMobile CDN™.

Let TMI's thinMobile CDN™ help you enter the mobile world with a broad range of streaming services that can be launched quickly and cost effectively.

For More Information

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