

TECHNOLOGY PRESENTATION

# Digital Video at Scale

Insights into Building the Fox One Video Streaming Platform

FOX ONE



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# What This Session Covers



## Live-First Architecture

Built for NFL & MLB demands with 24/7 feeds (18 O&O, 191 non O&O, FS1, FS2, BTN and other national feeds).  
Designed for massive scale live streaming.

18 O&O stations

191 affiliates



## AI-Powered Shorts

Auto-generated highlights live feeds.  
5-step pipeline: Instant VOD → AI Analysis → Timestamp Generation.

300+ live feeds

Auto-generated



## Low Latency

Broadcast-beating delivery at massive scale. ~1 second below OTA latency for live events.



## Cloud DVR & Live Scrubbing

Seamless replay on any device. 15-min rolling window with smart origin seek and live restart.

15-min window

Instant VOD



## Beyond the Cable Bundle

Reaching 65M+ cord-free households.  
Direct-to-consumer streaming platform.

65M+ households

Cord-free



## Multi View

Multiple simultaneous streams with server-side multiview (2/3/4-up layouts) and dynamic compositing.

2/3/4-up layouts

Dynamic compositing

WHAT IS FOX ONE?

# One App. Everything FOX.

Sports, News & Entertainment — all unified under a single direct-to-consumer streaming platform.

## Launched August 21, 2025

FOX One went live to millions of cord-free households, replacing the need for a traditional cable subscription.

## Built for Every Fan

Live NFL & MLB, FOX News, local channels, Cloud DVR, AI-powered highlights — all in one place, on any device.

**65M+**

U.S. Households  
Outside Cable

**47K+**

Live Events  
Annually



# The Mission & Platform Requirements

## Build a new subscription streaming app by Fall 2025

Unify Sports, News & Entertainment in one direct-to-consumer experience. Deliver a seamless, scalable platform that can handle 47K+ live events annually while providing broadcast-quality streaming to 65M+ households.



Live-First Architecture



AI-Powered Features



**Target Launch**

August 21, 2025

## PLATFORM REQUIREMENTS



### 24/7 Live Feeds

18 O&O + 191 non-O&O affiliates + national feeds including FS1, FS2, Fox News, Fox Business & Big Ten Network



### VOD Playback

On-demand content across all FOX brands



### DAI Support

Dynamic Ad Insertion across live and VOD streams



### Basic Multiview

Watch multiple streams simultaneously



### Downloads

Save content for offline viewing on any device



### Live Playback & Scrubbing

Real-time streaming with seamless live scrubbing



### Cloud DVR

Record and replay from anywhere, on any device



### AI-Powered Shorts

Auto-generated highlights from live feeds



### Catch Up Highlights

Never miss a moment with curated catch-up highlights

# FOX ONE 2025 Milestones

Feb 2025 — Super Bowl LIX — 1

- 15.5M peak concurrent viewers
- 24M unique viewers
- 1 second below OTA latency

2

March 2025 — FOX One Development Begins

Platform development kicks off

April – June 2025 — Core Development — 3

- Live Playback
- VOD Playback
- Live Scrubbing
- Cloud DVR
- VOD DAI
- AI-Powered Shorts
- Basic Multiview

4

July – August 2025 — Integration Testing

Full feature testing across 300+ live streams

August 21, 2025 —  FOX One Launches — 5

 Platform goes live to millions of households

# Launch Day: All Hands on Deck

## Pre-Launch — War Room Activated

1

Cross-functional teams assembled: Engineering, Product, Ops, and Content aligned for coordinated rollout

2

## T-Minus 1 Hour — Final Systems Check

All 300+ live feeds verified, CDN primed, monitoring dashboards live

3

## August 21, 2025 — FOX One Goes Live

- Simultaneous deployment across all platforms
  - Real-time monitoring of every stream
  - Zero critical incidents at launch

4

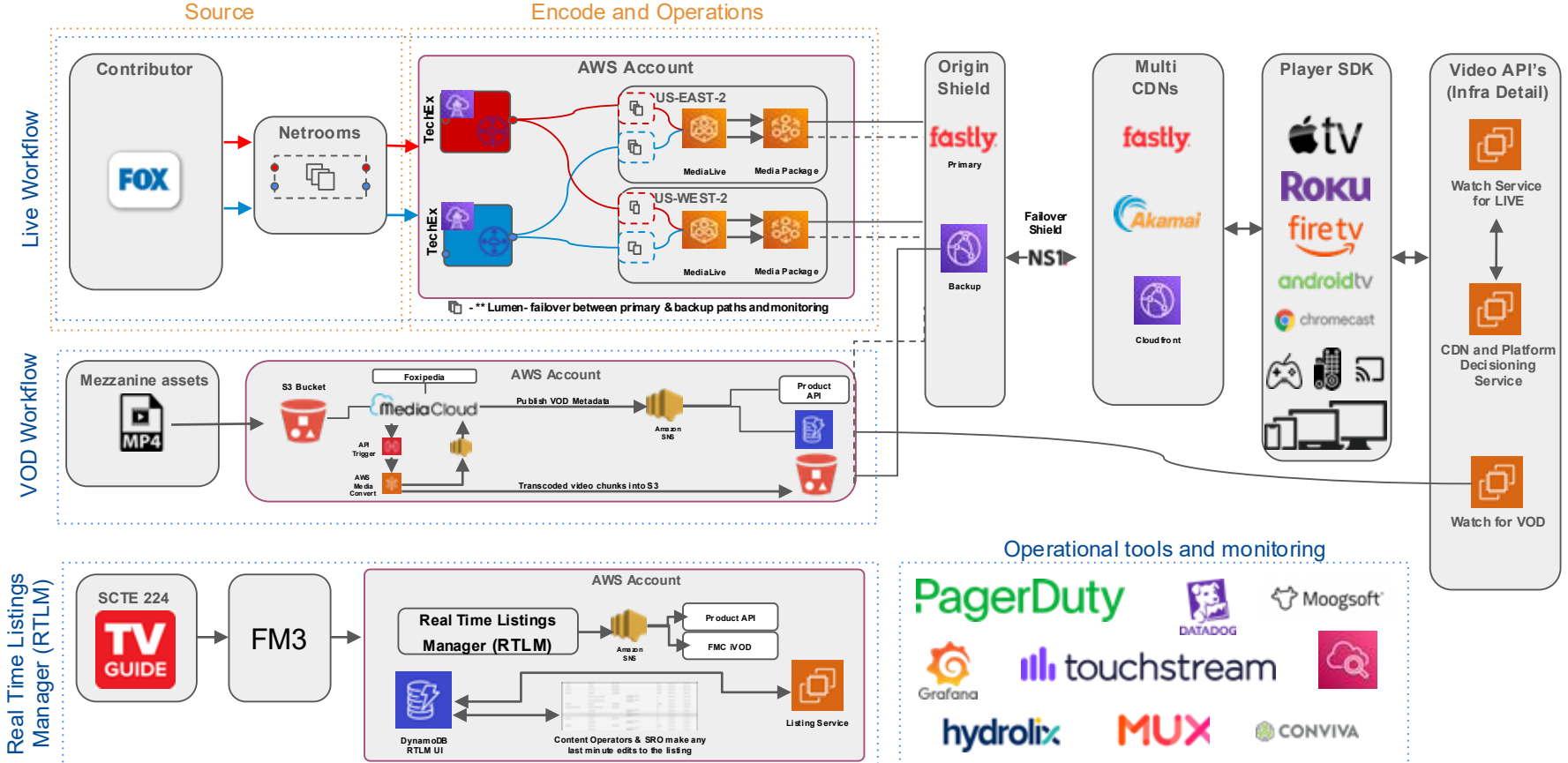
## First 24 Hours — Scaling Under Load

Live dashboards tracking performance, errors, and scale metrics across all feeds

5

**We shipped. Millions tuned in. It worked.**

# Video Workflow Architecture



# Live Scrubbing



## Live Scrubbing

Instant replay and position control

● Active



### Platform-dependent 15-minute rolling window

Allows users to scrub back up to 15 minutes within the live stream



### Smart origin seek for instant position jumps

Intelligent seeking to any point in the live stream with minimal latency



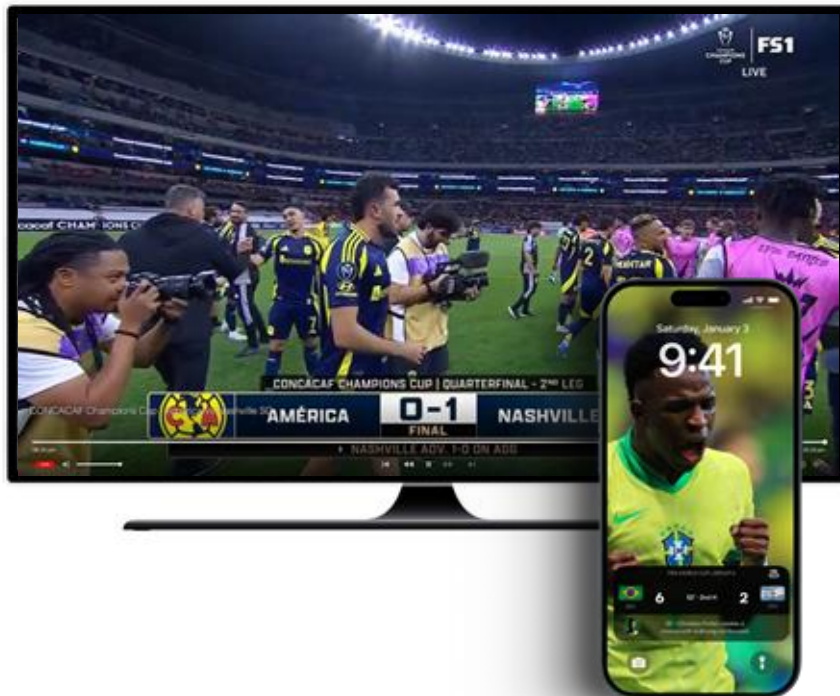
### Live Restart to go back to the beginning

Restart any live event from the beginning with one click



### Instant VOD for immediate catch-up playback

Seamless transition from live to VOD for immediate replay



## CORE FEATURES

# Cloud DVR



## Cloud DVR

Recording and storage solution

● Active



### Instant VOD-based recording across all live content

Automatically records all live content as VOD for instant access



### Cloud DVR Service for user action syncing

Syncs user actions across all devices in real-time



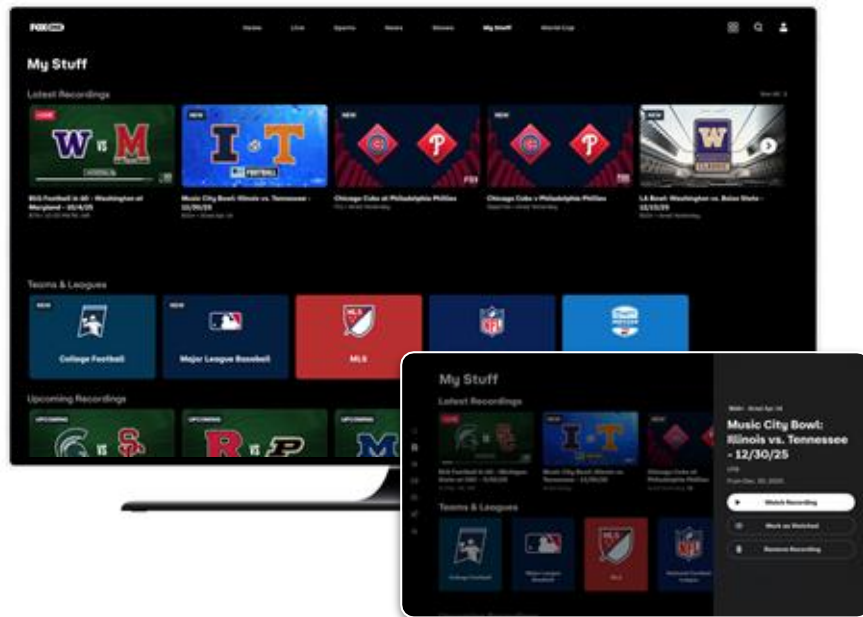
### Record any live event from any feed

Supports recording from 300+ live feeds simultaneously



### Seamless playback on any device

Consistent experience across mobile, web, and TV platforms



# AI-Powered Shorts

Auto-generated highlights from 300+ live feeds

“1” 300+ live feeds



✔ 5-step automated pipeline

⚡ Sub-second processing

# Multi View Technology



## Server-Side Multiview

Support for 2-up, 3-up, and 4-up layouts composited server-side for consistent delivery across all devices.



## Hardware Compositor

Dedicated hardware-accelerated compositing for low-latency multi-stream rendering at massive scale.



## Dynamic Compositing

Server-side dynamic compositing allowing users to select which streams appear in their customized multi-view layout.



## Controlled Combinatorial Explosion

Smart architecture to handle the exponential growth of possible stream combinations without overwhelming infrastructure.

Thank You

FOX