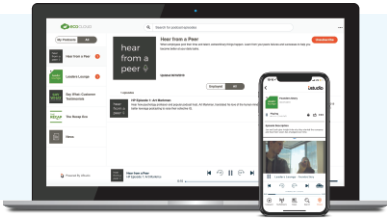**ustudio** Secure. Powerful. Easy.

Allow company employees and partners to access and consume private corporate audio and video content securely in a modern, mobile-first experience.

Why do enterprises implement corporate podcasting?

✓ Sales Enablement ✓ Employee Onboarding / Training ✓ Corporate Communications

SSO INTEGRATION AND USER MANAGEMENT

uStudio supports integrations with the following IdPs:

- Active Directory / LDAP
- ADFS
- IBM / Tivoli
- Google G Suite
- Microsoft Azure AD
- Office 365
- Okta
- PingFederate

How does the IdP integration happen?

Most customers authenticate their employees using their own IdP with an SSO integration. This usually takes place with a SAML 2.0 integration.

What information from our SSO is stored on your servers? If we didn't want to, or couldn't, provide you an email address could we provide you a unique identifier?

All information returned from the customer's identity provider via SSO is stored in the uStudio user database. The only attribute that is required is a unique identifier for each user. However, we recommend including an email address, first name, and last name because user management functions and user behavior dashboards are more complete when users have names.

Does uStudio provide an authentication option besides SSO?

Yes. uStudio also provides a user management database and UI within the Podcast Management Console. For customers with SSO, the user management UI is largely read-only. But for customers using the uStudio user database, it gives full user control.

When we add new users to the application who will send out the notification / reminder to download the app?

Customers that use SSO usually send their own email to employees with instructions on how to download and log in to the podcast application. The uStudio deployment team has email templates that help SSO customers with details instructions. Non-SSO customers will use the Podcast Management Console (PMC) to invite new users.

Can we add users in bulk? Can users be added to groups in bulk?

Yes. Customers that use uStudio user management may add users in bulk by uploading a CSV that contains the users':

- Active Directory / LDAP
- ADFS
- Microsoft Azure AD
- Office 365

Customers that use SSO have already integrated with their identity provider (IdP). All employees in their IdP may have access to the podcast application.

USTUDIO SECURITY

Your App   uStudio Player   Content Delivery Network
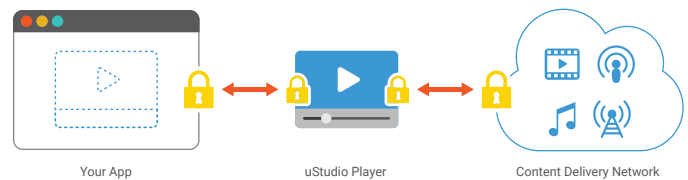
Where is the podcast media content hosted?

The podcast content is uploaded from the customer and stored on uStudio servers in Google Cloud. When the podcast content is published as a podcast episode, uStudio transcodes the content to a variety of formats so it is available in the best format for the podcast consumer's device. These transcodes are stored on uStudio's global CDN where they are quickly and securely accessible worldwide. The content is technically "hosted" on the CDN because that is where devices access it. But the source media asset is stored in Google Cloud.

Is the media content secure in transit and at rest?

Yes. The podcast media is stored securely in the uStudio platform. While at rest in the cloud or in transit over the wire, the content is encrypted.

Is the media content secure if a user downloads an episode?

Yes, the downloaded content is stored on the user's device and is signed such that it only works on the device of the user that downloaded it.

How are podcasts secured for sharing between employees and non-employees?

Podcast episodes may be shared between employees. These URLs require the recipient to log into the application and have access to the episode to access it. Therefore, link recipients that do not have credentials to log in to the podcast application, or access to the episode, can not consume the shared episode.

Can we, the client, host the content and push through your app?

No. Podcast content must be uploaded to the uStudio Platform in order to play in the podcast application.

Who owns the content if it is on your server?

The customer owns the content.

How long do you keep our content once our contract ends?

6 months.

Who at uStudio has access to our content once we sign a contract?

The Engineering and Customer Success teams have access to the content. However, by policy, they only access the customer's content upon request by the customer.

You can learn more about uStudio security at
https://ustudio.com/platform/video-platform/video-distribution/

USTUDIO EMBEDS

Can podcast content be embedded in other systems (LMS, CRM, etc.)?

Yes. The uStudio Enterprise Podcast is built on top of the uStudio Media Management Platform. While embeds are not included with the podcast product, embedding content is possible by using the embed features of the platform. There will be an additional charge to enable embeds.

Why is there an additional charge for embedding episodes?

uStudio highly values security of your content. In order to embed episodes securely, it requires integration work with the system hosting the embedded Episodes.

If a user watches embedded content, will their activity come back as anonymous in the analytics?

The content statistics will be gathered (impressions, plays, engagement). The named user activity statistics will not be gathered because the embedded player does not know who the user is.

OTHER GENERAL QUESTIONS

What devices can access the podcast application?

A mobile application allows both iOS and Android to access corporate podcasts anywhere. A web application allows desktops and laptops to access corporate podcasts via a web browser.

What is the oldest phone operating system that works with the uStudio podcasting application?

uStudio tests the mobile podcast application on the latest Android and iOS operating systems plus the prior two versions.

What browser versions have been tested with the podcast web application?

uStudio tests the podcast web application with the latest version plus the prior two versions of Chrome, Firefox, Internet Explorer, and Safari.

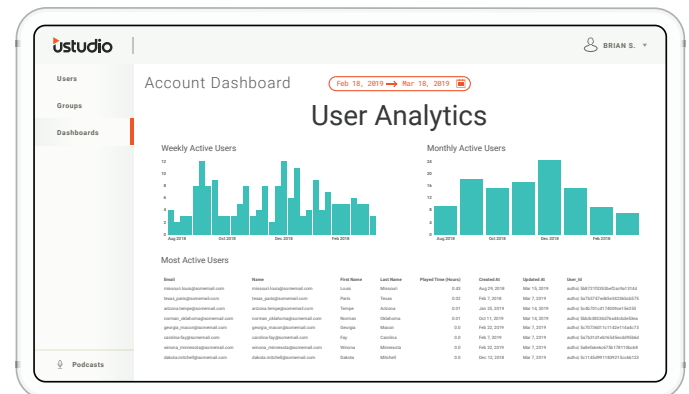### Can you accelerate the speed of the podcast? If not now, when?

Variable play speed is a feature that is on the product roadmap for the second half of 2019.

Does video quality change based on the available bandwidth? No.

Does video content count toward the 1TB storage limit? Yes.

Does the PMC provide any tools to change the quality of the videos? No.

USTUDIO ANALYTICS

How is uStudio analytics different from most other podcast offerings?

uStudio offers both content analytics and named user analytics. Named user analytics is a major differentiator for uStudio.

What is content analytics?

The content analytics is similar to most other podcast offerings. It aggregates the consumption of content and shows charts and graphs of that aggregate data.

What is named user analytics?

Named user analytics is a major differentiator for uStudio. It shows each user of the podcast application and each and every action they took in the podcast application. This lets you know which users consume which content, exactly how much they consumed, when they consume corporate podcasts, etc.

You can learn more about uStudio analytics at
https://ustudio.com/platform/podcast-analytics/

Private Podcast Solutions for Business

Web & Mobile Apps
Access on desktop, tablets, phones at work, home or on the go – both Apple iOS and Google Android

Live & On Demand
Listen in real-time or playback recorded episodes

High Engagement
500% more effective than email or text

More Convenient
Download, listen offline, connect to car audio or smart speakers

Private & Secure
Protect confidential content with SSO authentication to any system

https://www.facebook.com/uStudioInc/

https://twitter.com/ustudio

https://www.linkedin.com/company/ustudio/