



layercake

PIONEERS IN DIGITAL, MEDIA, AND LIVE

www.layercake.cloud



ABOUT US

Layercake is a pioneer in digital, media and live. Layercake's innovation ability has inspired the development of world-class and award-winning media management and orchestration products (**Cloudcaster, Streamcake & Mediacake**) that are facilitating a whole new world of streaming and commercial possibilities.

Layercake empowers clients across sectors to effectively scale and optimize media operations with innovative cloud and digital solutions, seamlessly integrating with existing workflows and infrastructure to unlock new potential.



ABOUT US

Sydney, Australia HQ, Design, Engineering, Support, Innovation

Manilla, Philippines - Media Engineering, Software Engineering, Analysis, Support

Hyderabad, India - Software Engineering, Analysis, Support

Accra, Ghana - Software Engineering, Support



OUR SERVICES



DIGITAL

Your goals and vision

Strategic Digital experts. Review and alignment of goals with digital strategy to quantify and ensure success metrics. Integration and development experts.



DATA & MEDIA SECURITY

Data-driven decisions

Data auditing and identification, data activation, data-based business decisions, data partnerships. Security and protection. Penetration testing services.



TECHNOLOGY

Technology agnostic

Industry experts in technology and cloud solutions.

Engineering and implementation expertise and scale

OUR SERVICES



CONTENT & VIDEO

Commercialise your assets

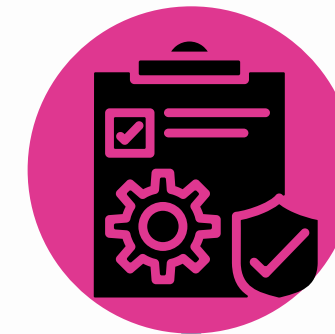
Personalisation, in-home and on-the-go experience, high quality curated experience, advertising as content, social connectivity, complementary content.



CUSTOMER

Know your customers

Acquisition, retention, loyalty and brand ambassadors.
User identity and enterprise security solutions.



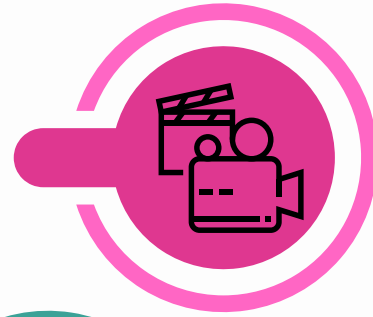
QUALITY ASSURANCE Experience is everything

Quality Control, Test Strategies and Test Plan Management and execution, automated testing, performance testing, UX and UI testing.

OUR PRODUCTS



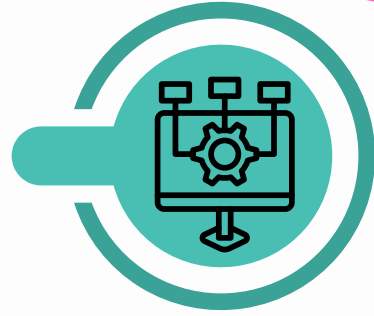
Stream production and publishing automation



Centralised monitoring and alerting across services



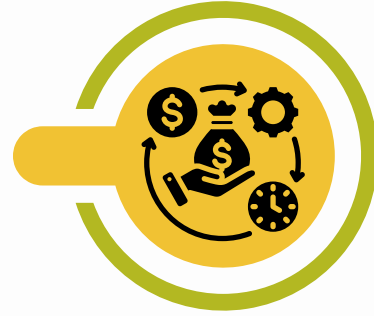
Large concurrent productions complexity



Reduce Operator overhead



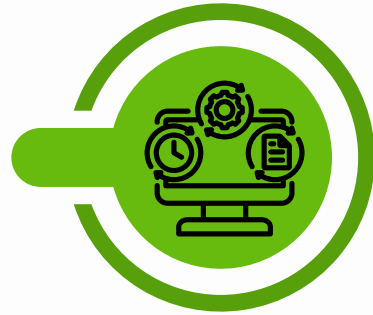
Streaming services usage and cost optimisation



Cloud production enablement



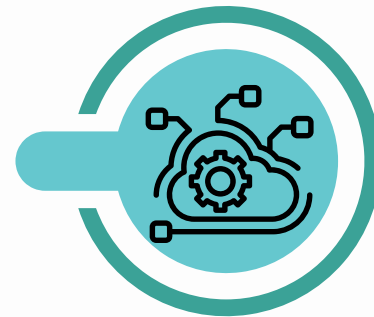
Automation of streaming from camera to viewer



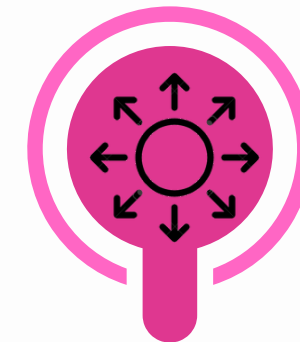
Stream Monetisation options



Multi-vendor integration and orchestration



Stream configurations and workflow options enabling technology and services fit for differing customer streaming needs



Distribution
(Social, OTT, Broadcast, Performance)



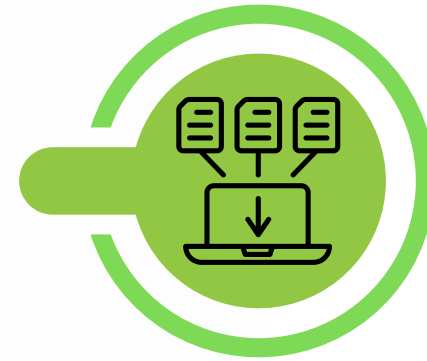
Generate value out of sports media assets



Sales and fulfilment of digital and physical media assets (e.g. downloads, prints)



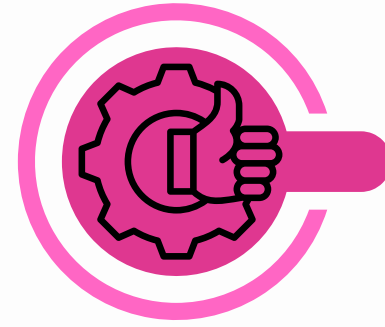
Search and Collection Management



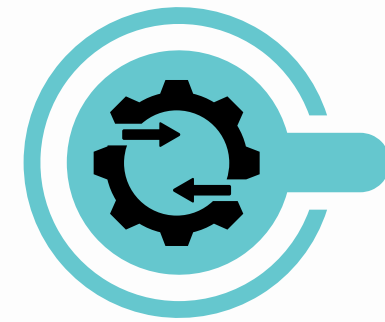
Ecommerce, Payment provider, SSO and MAM Integrations



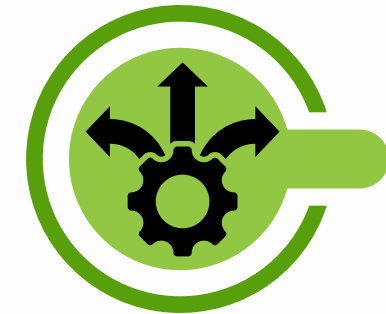
mediaacake



A hybrid framework combining software-defined principles with traditional broadcast-grade reliability.



Seamless integration of production, distribution, and audience delivery workflows.



Flexibility, scalability, and central orchestration.



Enables dynamic adaptation to production needs.

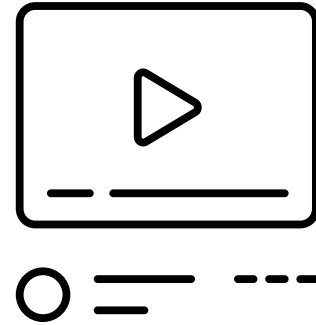


cloudcaster

INTRODUCING

 streamcake

HIGH-LEVEL FEATURES



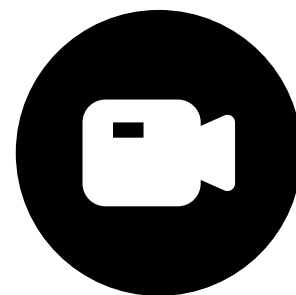
Workflow and Integrations

Faster content delivery to audience through integration of services and workflows, reducing operator overhead. Optimized workflows and configurations to the OTT platform..



Live Stream Automation

Scheduling and automation of integrated workflows to generate and publish live streams into OTT and external platforms. Optimized live stream experiences to grow your community, enable real-time interaction, and enhances the overall success of the digital distribution



VoD Operator UI

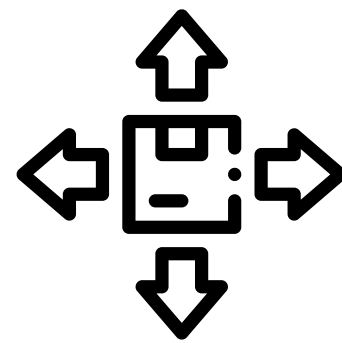
Publishing, management, and distribution of video content on-demand. Tailored features such as Live-to-VOD capabilities, including clipping and publishing. Upload and management of archive VOD content to utilize optimized publishing workflows and integrations.

HIGH-LEVEL FEATURES



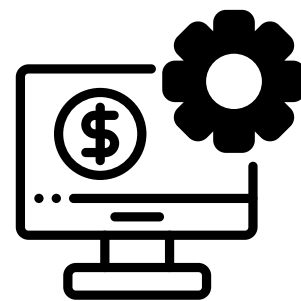
Monitoring and Analytics

Gain visibility on workflow and service health for video streaming technology. Generate alerts if there are notable issues. Track and analyze content performance and audience engagement with integration into existing data platforms, or with the addition of new analytics platforms.



Distribution

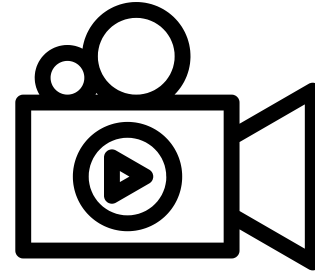
Enables seamless, scalable delivery of media across Social, OTT, and Broadcast platforms, with metadata enrichment, targeted ad insertion, and analytics integration. It streamlines publishing, adaptive streaming, and syndication, ensuring efficient, audience-tailored content delivery.



Monetisation Channels

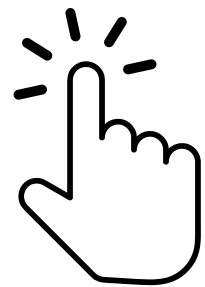
Offer various methods for monetizing content, such as subscriptions, advertising, sponsorships, donations, merchandise sales, pay-per-view, and licensing opportunities. Provide creators with tools and features to implement monetization strategies, track revenue, and manage financial transactions.

HIGH-LEVEL FEATURES



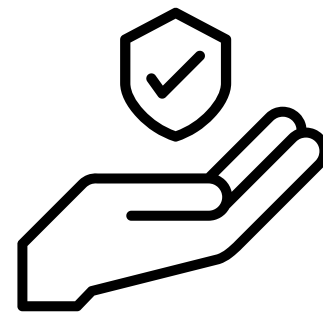
Showcase Media Assets

Display and promote digital media assets such as videos, images, audio, and documents. It offers features like customizable content showcases, media galleries, audience engagement tools, social media integration, analytics, and monetization options.



Subscription Management

Enables the creation, management, and monetisation of subscription-based offerings. Provides tools for creating and customizing subscription plans, managing subscriber accounts, processing payments securely, controlling access to exclusive content, tracking subscription metrics, and communicating with subscribers.



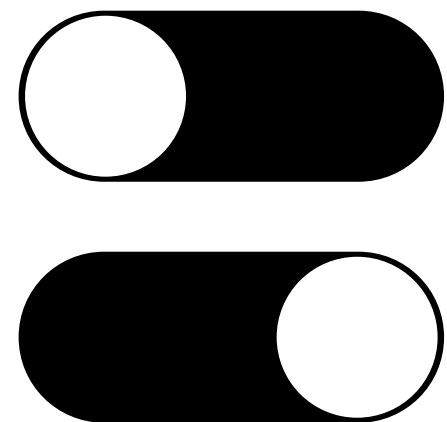
Rights Management

enables individuals and organizations to assert, protect, and monetize their intellectual property rights associated with digital content. Provides tools for content licensing, rights enforcement, content identification, royalty management, content protection, rights clearance, and legal compliance.



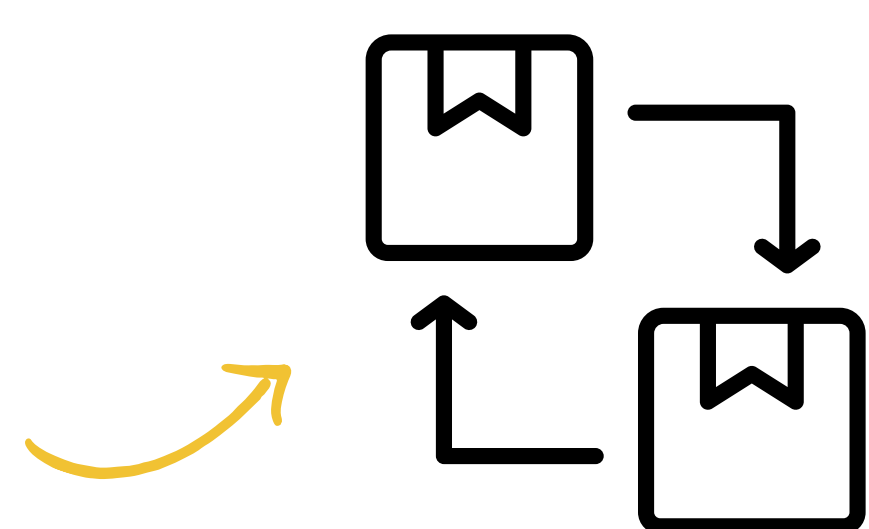
NEW FEATURES

WORKFLOW ORCHESTRATION



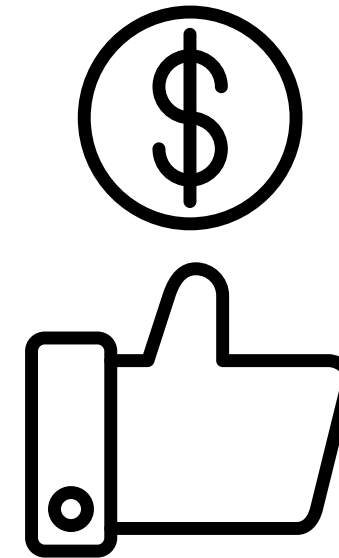
GV AMPP - Linode Integration

This feature allows Streamcake accounts to enable or disable functionalities, offering customization and supporting scalable licensing and billing.



GV AMPP - AWS EC2 Integration

Streamcake now enables easy duplication of items and workflows, simplifying configuration replication and management.



GV AMPP Workload Provisioning

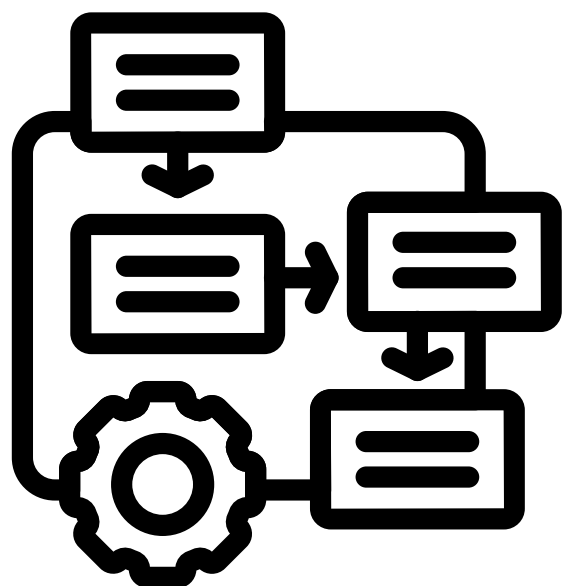
Create predefined product packages with tiered features, offering clear pricing and functionality for user-friendly plan selection



GV AMPP Video Processing Integration

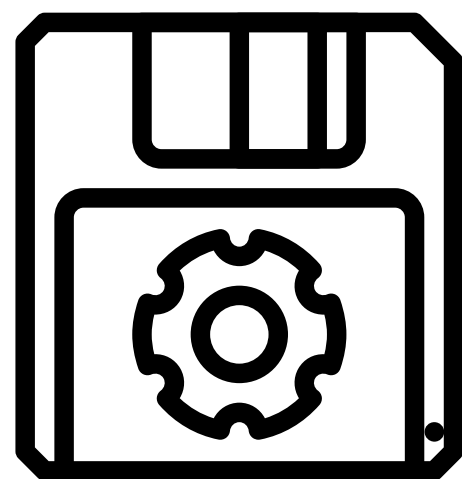
Streamcake now enables seamless control over GV AMPP, allowing users to manage workflows with precision. From starting and stopping workloads to dynamically creating and routing sources, Streamcake streamlines operations for greater efficiency and automation.

WORKFLOW ORCHESTRATION



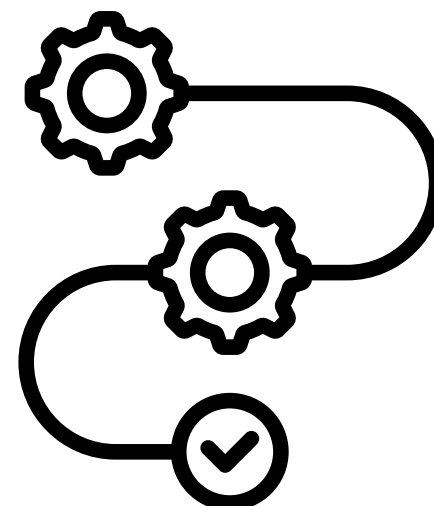
AI Media Lexi Integration

Enhance Workflow Architecture to support AWS MediaLive Standard Pipeline, enabling dual encoding pipelines for redundancy and better fault tolerance



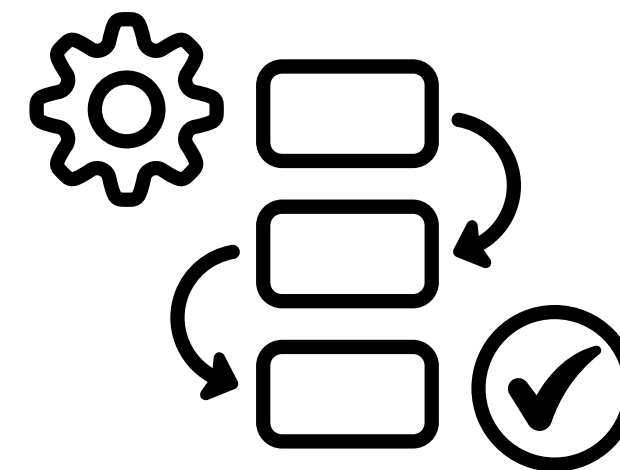
Dynamic Workflows

Streamcake UI will warn users when leaving an unsaved configuration or edit page, allowing them to save or discard changes.



Sharon AI Compute Integration

Streamcake now integrates AWS IVS for low-latency streaming, offering faster, more efficient live stream delivery with minimal delay.

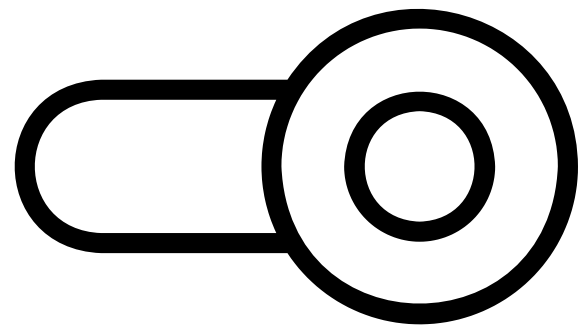


NEXTDC Axon Integration

Streamcake now supports server-side ad insertion (SSAI) with AWS MediaTailor integration for seamless ad stitching, improving monetisation and viewer experience.

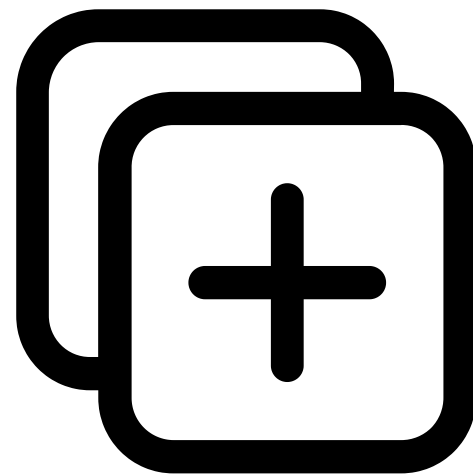


USER INTERFACE AND USER EXPERIENCE



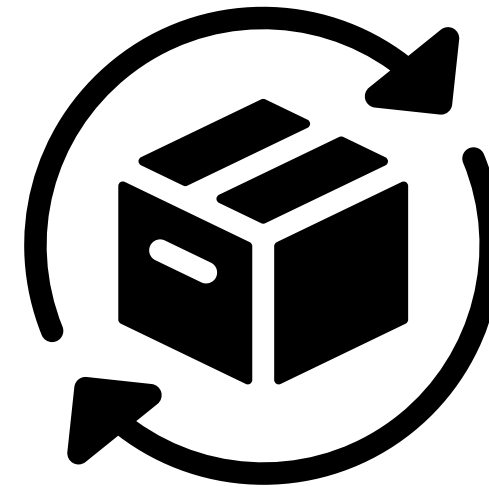
Feature Enablement UI

This feature allows Streamcake accounts to enable or disable functionalities, offering customization and supporting scalable licensing and billing.



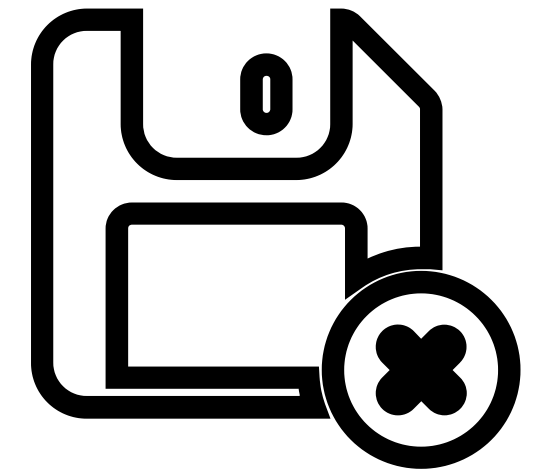
Duplicate Items

Streamcake now enables easy duplication of items and workflows, simplifying configuration replication and management.



Product Packages

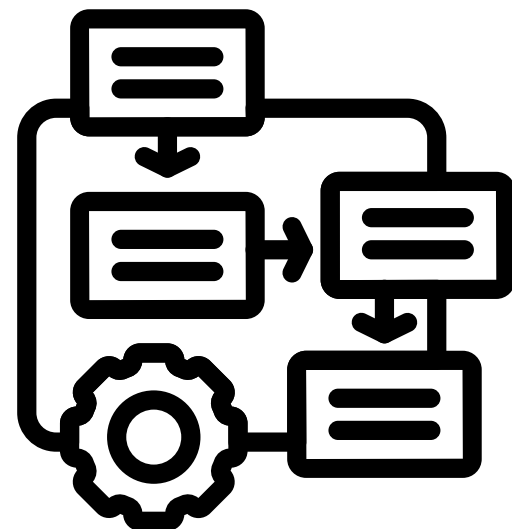
Create predefined product packages with tiered features, offering clear pricing and functionality for user-friendly plan selection



Unsaved Changes Warning

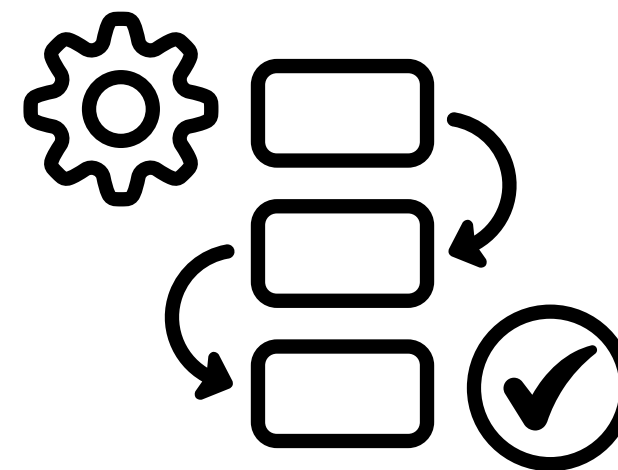
Streamcake UI will warn users when leaving an unsaved configuration or edit page, allowing them to save or discard changes.

STREAM OPERATION AND ORCHESTRATION



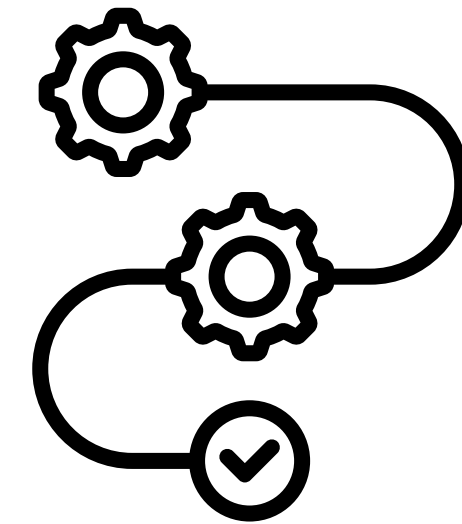
**AWS MediaLive
Standard Pipeline
Integration**

Enhance Workflow Architecture to support AWS MediaLive Standard Pipeline, enabling dual encoding pipelines for redundancy and better fault tolerance



**AWS MediaTailor
Integration**

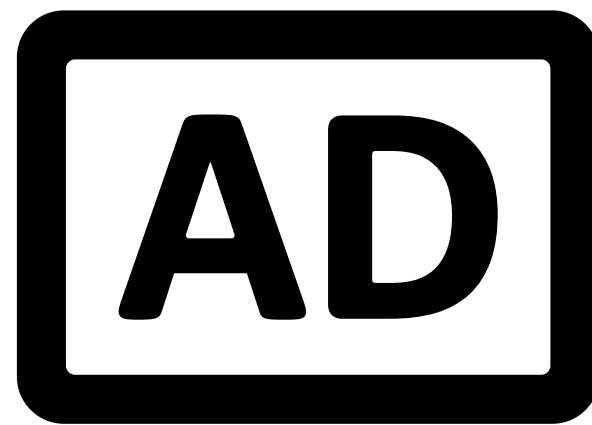
Streamcake now supports server-side ad insertion (SSAI) with AWS MediaTailor integration for seamless ad stitching, improving monetisation and viewer experience.



**AWS IVS Workflow
Optimization**

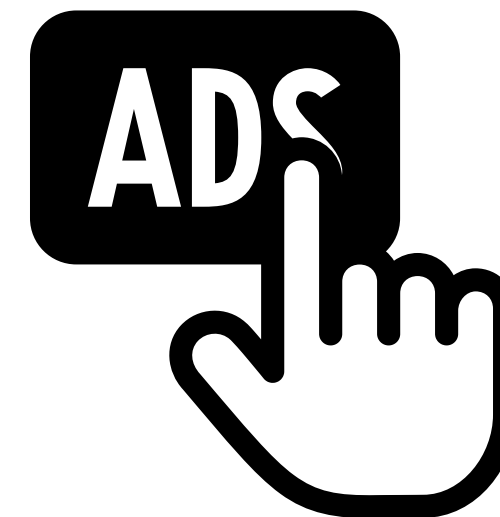
Streamcake now integrates AWS IVS for low-latency streaming, offering faster, more efficient live stream delivery with minimal delay.

CLOUD PRODUCTION MANAGEMENT



Ad Marker Workflows

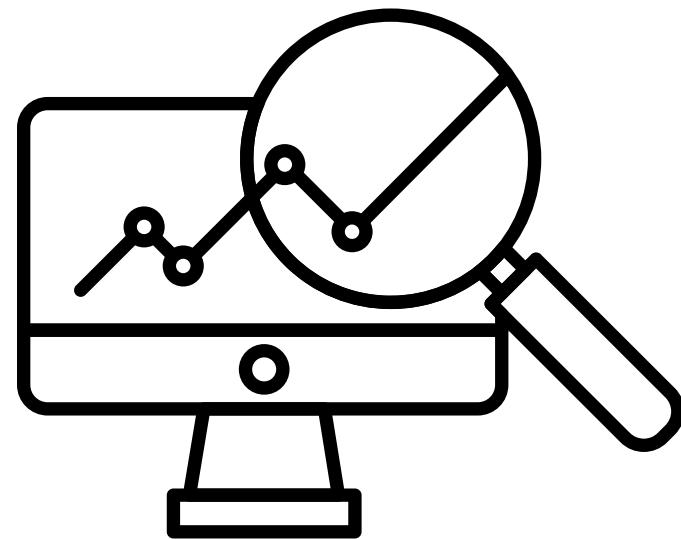
Ad markers can now be generated automatically via external triggers or manually through the Streamcake UI, providing greater flexibility and control over placement.



Ad Workflow Optimization

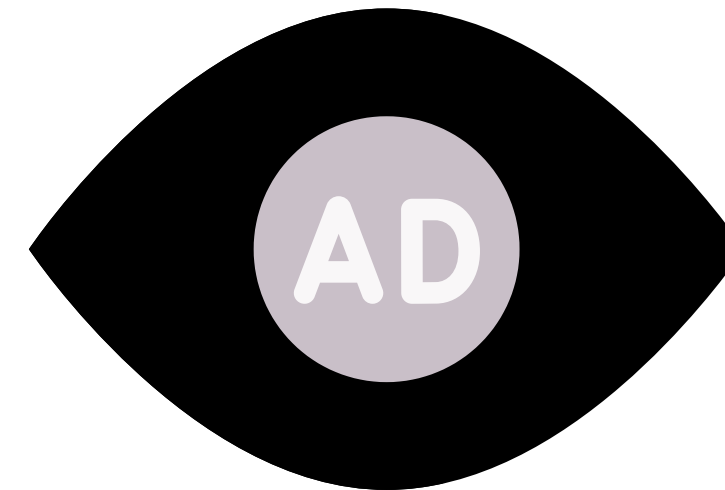
The Ad Marker UI toggle enables or disables ad markers in the stream manifest, allowing changes during or after a stream (except after finalization) with the option to restore settings.

CLOUD PRODUCTION MANAGEMENT



Ad Marker Workflows

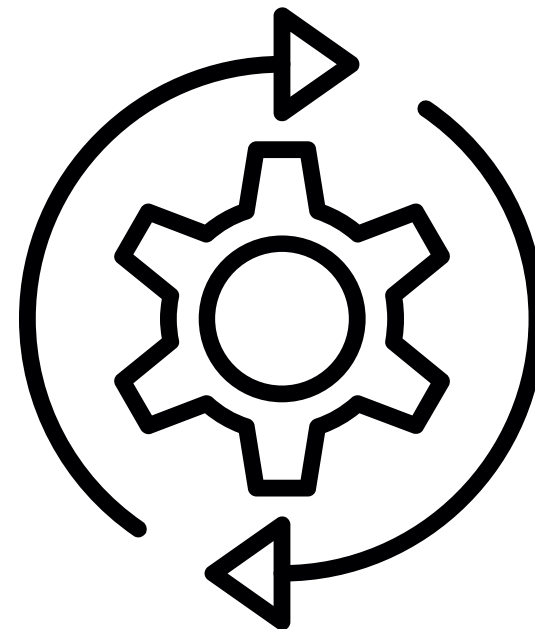
Streamcake now supports real-time monitoring of MUX metrics, enhancing visibility into performance, quality, and reliability for optimized workflows and seamless delivery.



AWS IVS Workflow Optimization

Ad services are now trackable for transparency and performance insights, ensuring proper delivery and playback.

SCHEDULING OF EVENTS AND WORKFLOW AUTOMATION



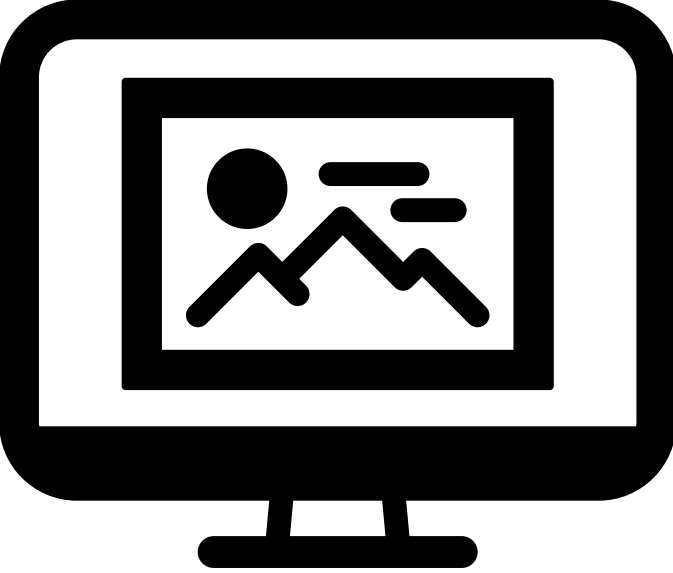
Stream Input Automation

Stream inputs can now be fully automated and scheduled, allowing seamless control over their initiation, stopping, and the cleanup of associated resources—streamlining the entire process for greater efficiency.



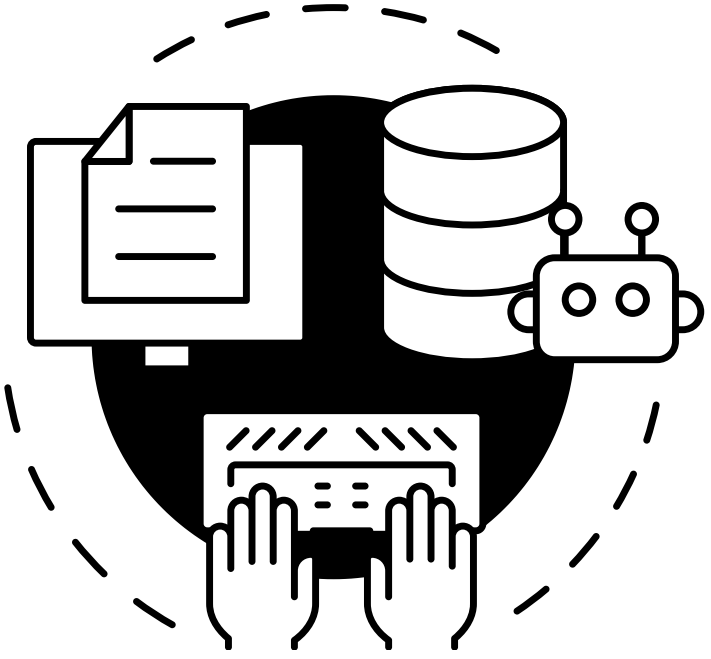
IMPROVED FEATURES

END-TO-END MONITORING AND VISION QUALITY ASSURANCE



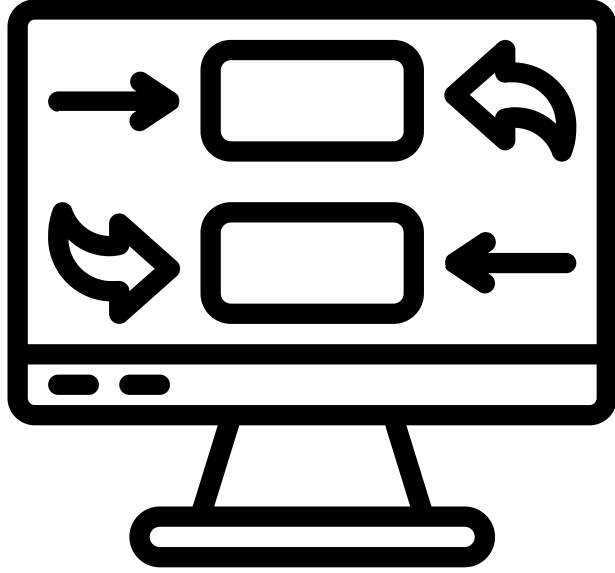
Monitoring Thumbnails Update

Enhance AWS MediaConnect settings to support the new preview thumbnail generation feature, previously only available through an attached MediaLive Channel.



Stream Input Monitoring

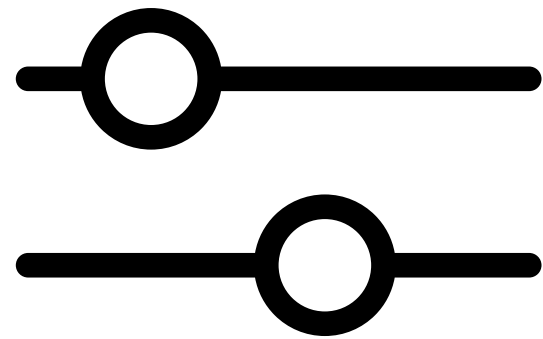
Input sources now include enhanced monitoring logs for better tracking and insights, supporting protocols like RTMP, SRT, Zixi, RTP, and RIST for reliable oversight.



Enhanced Output monitoring

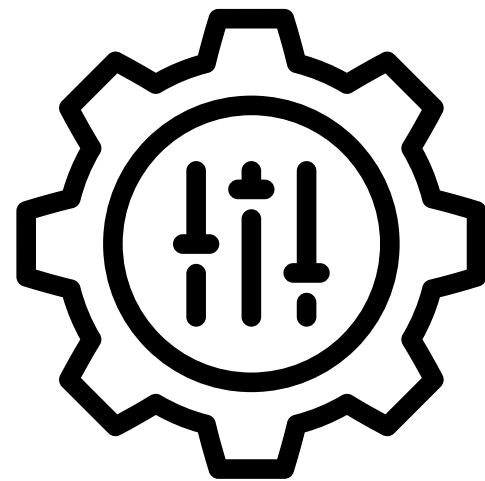
Streamcake now enables advanced monitoring and event logging for AWS MediaConnect sources, offering better control and insights into streaming workflows.

USER INTERFACE AND USER EXPERIENCE



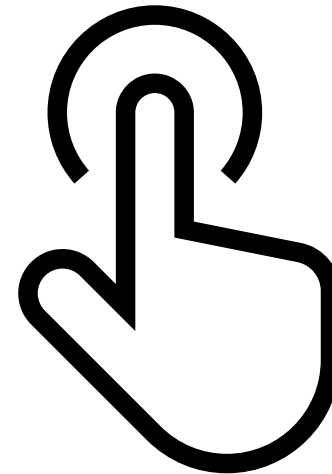
Optimized Filtering and Searching

Enhance AWS MediaConnect settings to support the new preview thumbnail generation feature, previously only available through an attached MediaLive Channel.



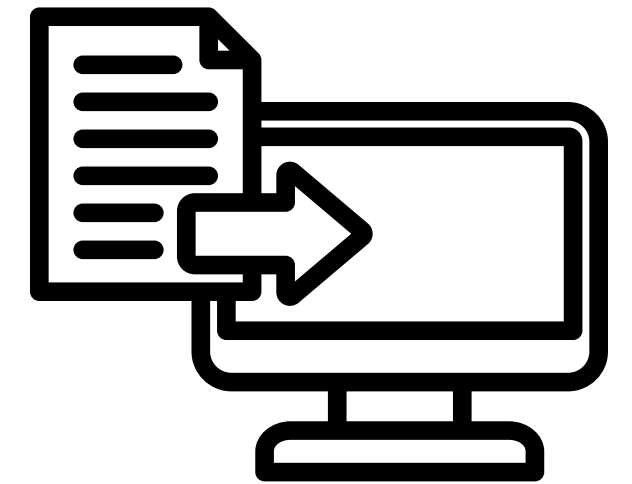
Stream Input Service Settings

Stream input settings now offer an intuitive configuration, enabling customization of relevant services to streamline setup and boost efficiency.



Stream Operate

When a stream is active, users can access features in the Stream Operate Tab, including clipping, ad markers, source switching, and graphics—all in real time.



Enhanced Field Validation

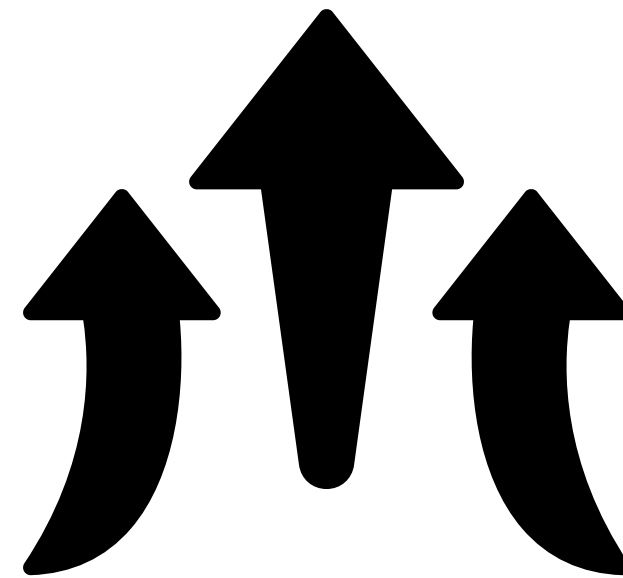
Ensure accurate data entry with real-time validation, clear error messages, and updated field guidelines to specify expected formats and prevent input errors.

USER INTERFACE AND USER EXPERIENCE



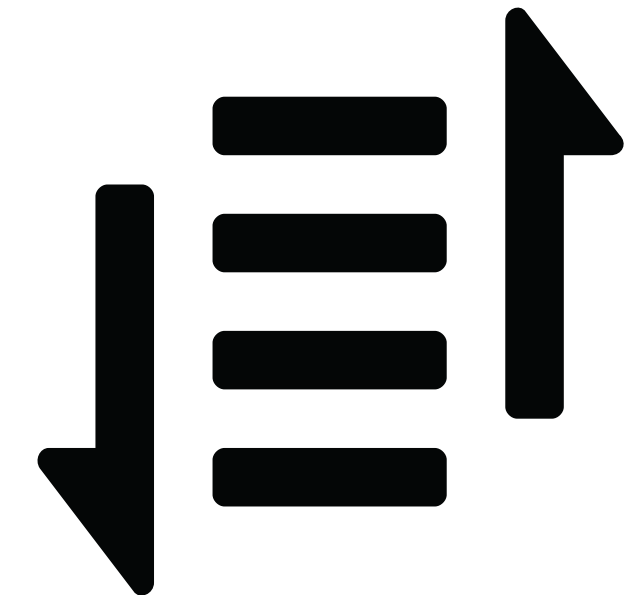
Improved Stream Create/Edit UI

Standardize the Create Stream UI by adding headings, removing duplicate Geographic Access dropdowns, and hiding Graphic Service options when unavailable. Update fallback and Watermark dropdowns to use 'None' instead of 'No.' Apply these changes to the Edit Stream UI for consistency.



Improved Active Stream UI

Streamcake now shows the latest entries first in Stream Active View, prioritizing streams with LIVE status for better visibility and quick access.



Enhanced Stream Input UI Pagination

Enhance the Stream Input list with pagination for easier navigation, ensuring filters remain applied. Enable sorting for Status, Title, and Profile columns, allowing users to sort the table by clicking the up/down arrows to improve usability.

INGEST AND SWITCHING



Frame-Accurate Video Processing

Enhance frame-accurate video processing to preserve content integrity and prevent rounding adjustments that could cause playback issues.

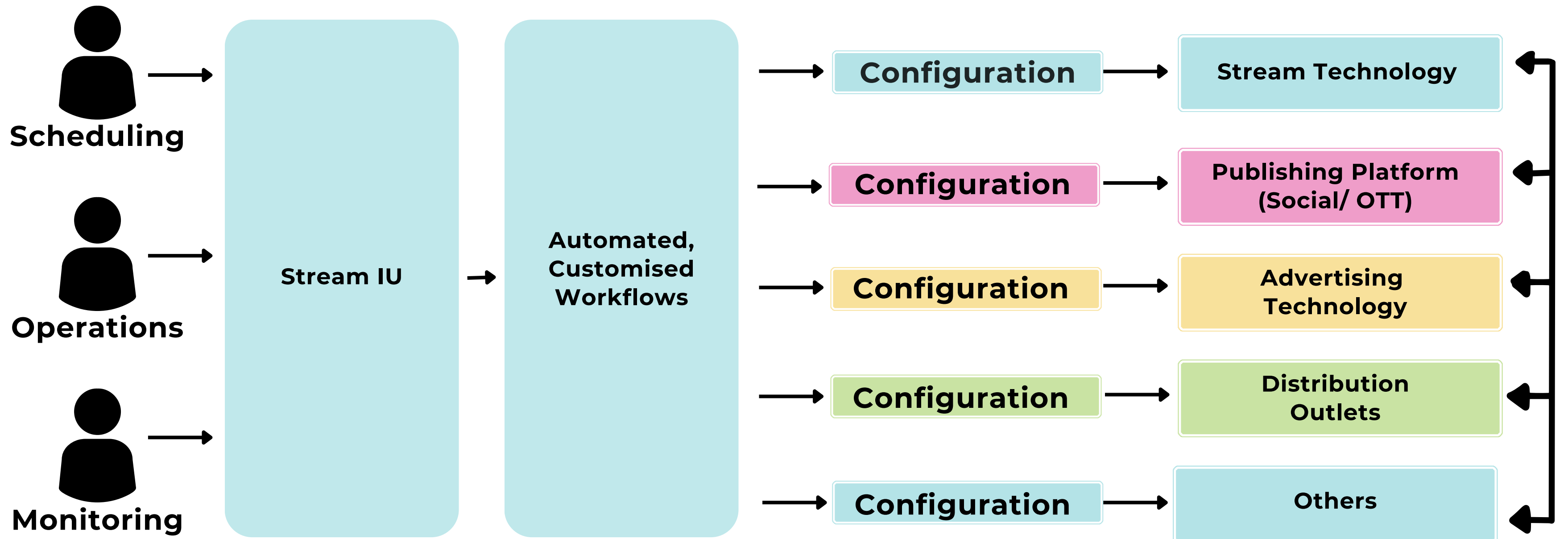
OUTGEST AND PLAYOUT



RTMP/SRT Support for Delivery Configuration

Streamcake Stream Delivery configuration can now support RTMP and SRT by validating `rtmp://`, `rtmps://`, and `srt://` URLs, and adjusting AWS MediaLive service to create output groups based on the URL format.

TEMPLATE ARCHITECTURE

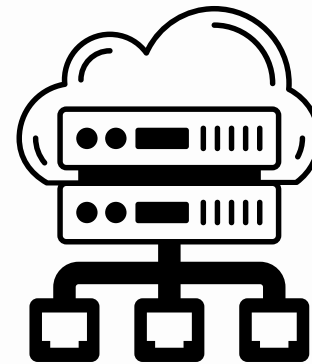


STREAMING OPTIONS



PRIVATE/PUBLIC CLOUD

- Managed infrastructure
- Scalable compute & concurrency
- Scalable network capacity



ON-PREMISE

- New/existing on-premise infrastructure, controlled and scaled
- Save on cloud costs (\$\$)
- Highest degree of customisation and control



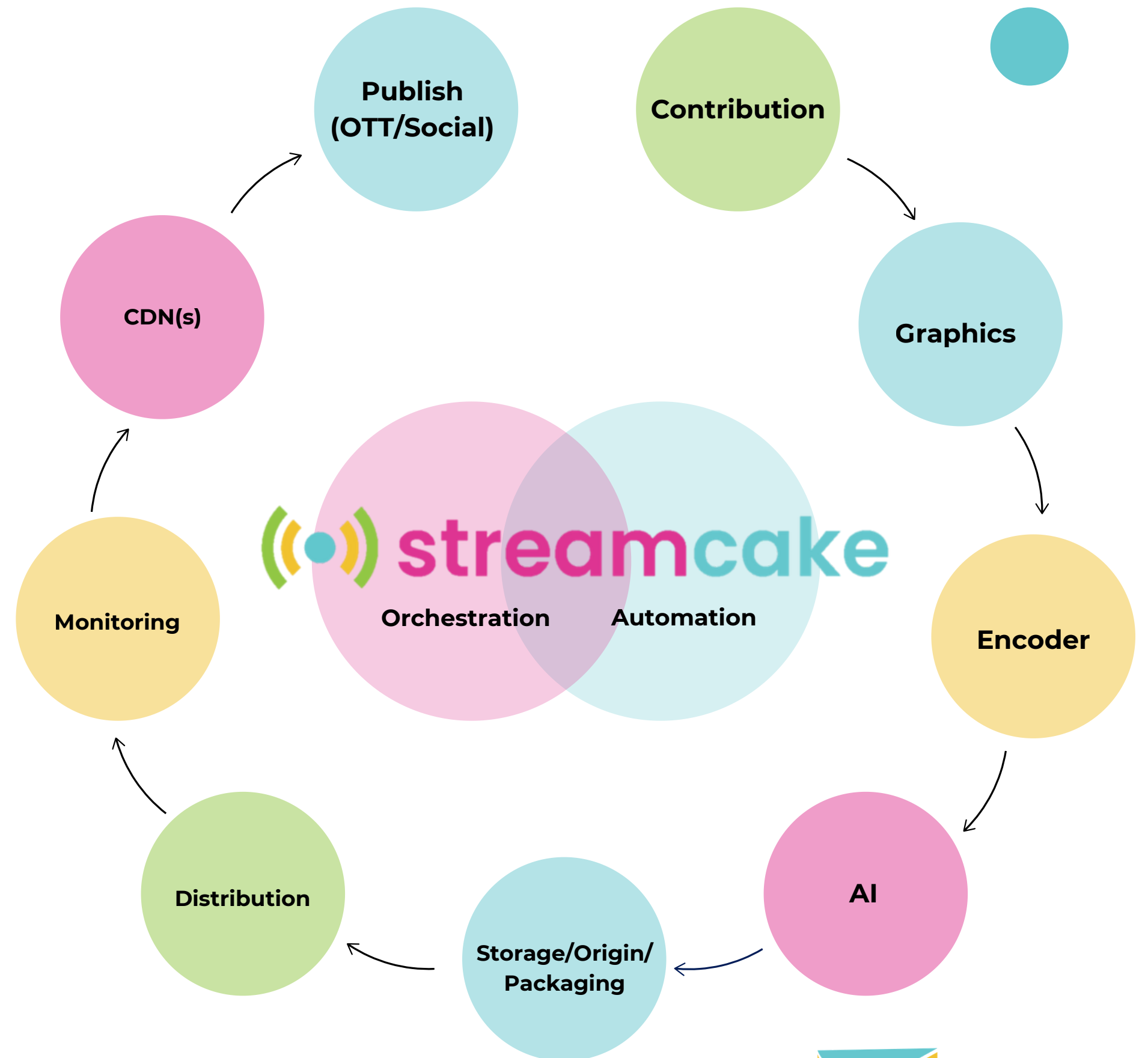
3RD PARTY

- 3rd party managed services
- Syndication partners / FAST integrations
- OTT and Social Media

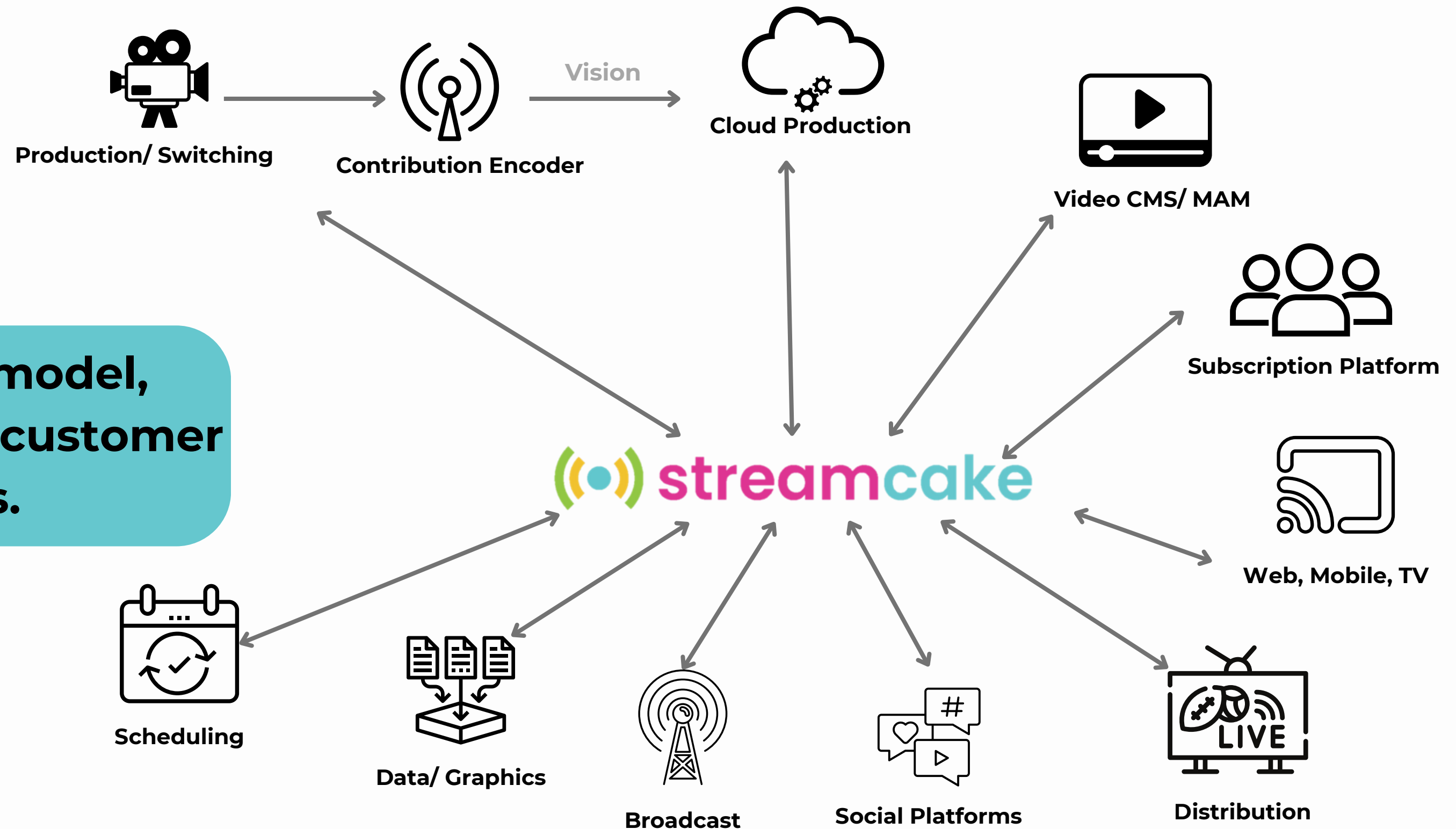
THE SOLUTION

Streamcake seamlessly orchestrates and automates streaming technology and infrastructure to:

- enhance your streaming capability & features,
- manage scale and concurrency
- improve user experience,
- enable commercial opportunity and
- reduce operational overheads.



HIGH LEVEL DIAGRAM



WORKFLOW SCREEN

The screenshot displays the StreamCake WF interface. The main view is titled 'GLOBAL WORKFLOWS' and features a search bar and a '+ CREATE WORKFLOW COLLECTION' button. Below this, a list of workflow collections is shown, including 'Adrian-collection-01', 'AWS', 'AWS IVS', 'Bitmovin', 'CloudflareStream', 'Demo', 'GCP', 'GV_AMPP_Linode_Demo', 'John Workflow Test', 'Linode', and 'Mux Video'. An inset window provides a detailed view of the 'AWS' collection, showing a table with the following data:

	Accounts In Use	Profile In Use	Workflows Run	Workflows Failed	
AwsEncoderService_ActivateStream	1	6	92	4	
AwsEncoderService_CancelStream	1	5	67	12	
AwsEncoderService_CreateStreamMarker	0	0	292	10	
AwsEncoderService_FinaliseStream	1	1	73	15	
AwsEncoderService_GenerateStream	0	0	0	0	
AwsEncoderService_GenerateVod	0	0	7	0	
AwsEncoderService_InitiateStream	2	7	134	27	
AwsEncoderService_ReplaceStream	0	0	2	1	
AwsEncoderService_SetupReceivingEndpoint	0	0	19	3	
AwsEncoderService_StopStream	2	5	87	7	
AwsEncoderService_SwitchStreamSource	0	0	28	18	
AwsEncoderService_UpdateStreamMarker	0	0	3	1	
AwsEncoderService_TrimStream	1	1	23	4	
AwsEncoderService_SetupStreamInput	0	0	96	0	
AwsEncoderService_InitiateStreamInput	0	0	143	0	
AwsEncoderService_StopStreamInput	0	0	144	0	

WORKFLOW SCREEN

Workflow Payload

Workflow Name:

Workflow Type:

Action Button Name:

Initial Status:

Services:

- AWS Media Live
- AwsMediaPackage

EDIT WORKFLOW

JSON **Visual**

Search Here...

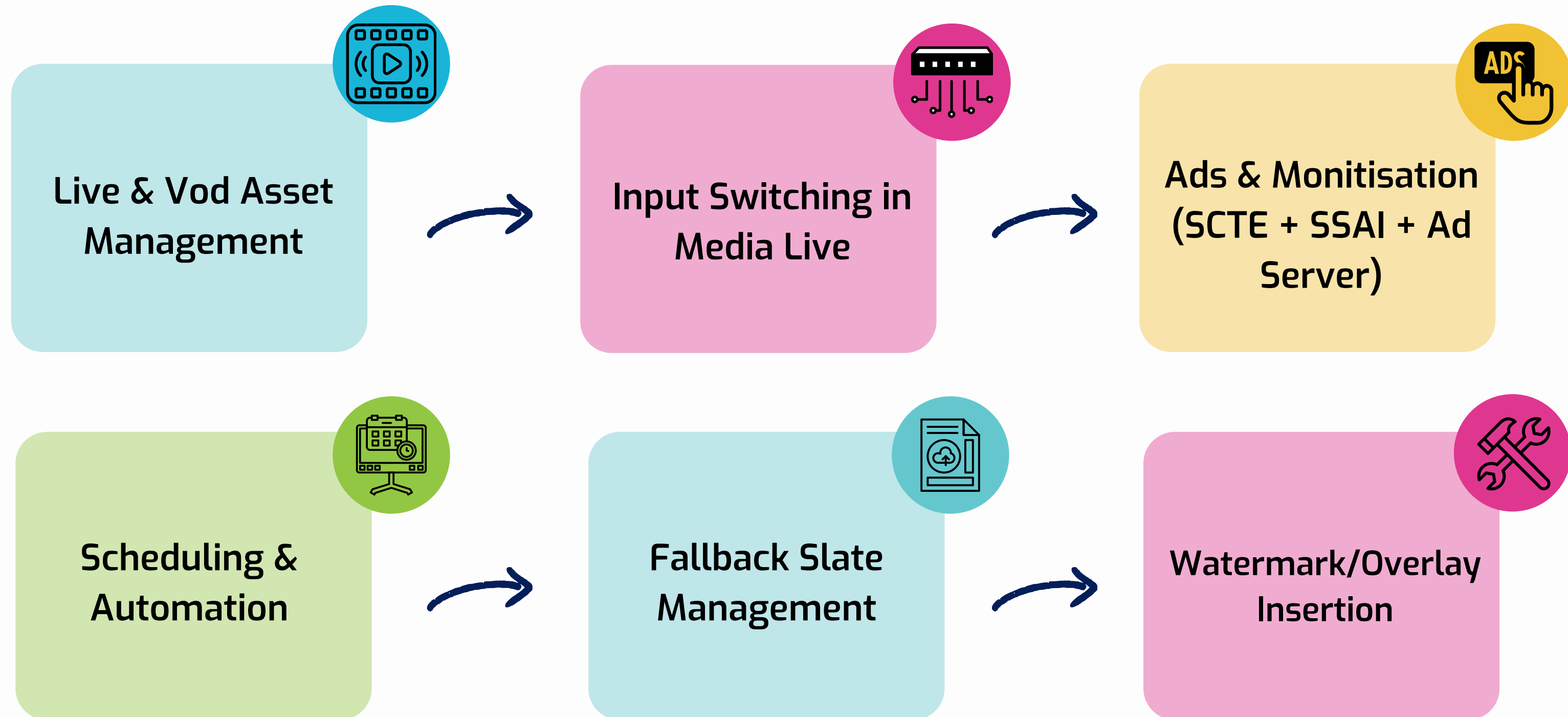
- AwsIvsEncoderService
- AwsMediaConnectService
- AwsMediaConvertService
- AwsMediaLiveService
- AwsMediaPackageService
- AwsMediaTailorService
- AxonService
- BitmovinEncoderService
- CloudflareStreamService
- CmsService
- GCPMediaCdnService
- GCPMediaEncoderService
- GrassValleyService

Method Name:

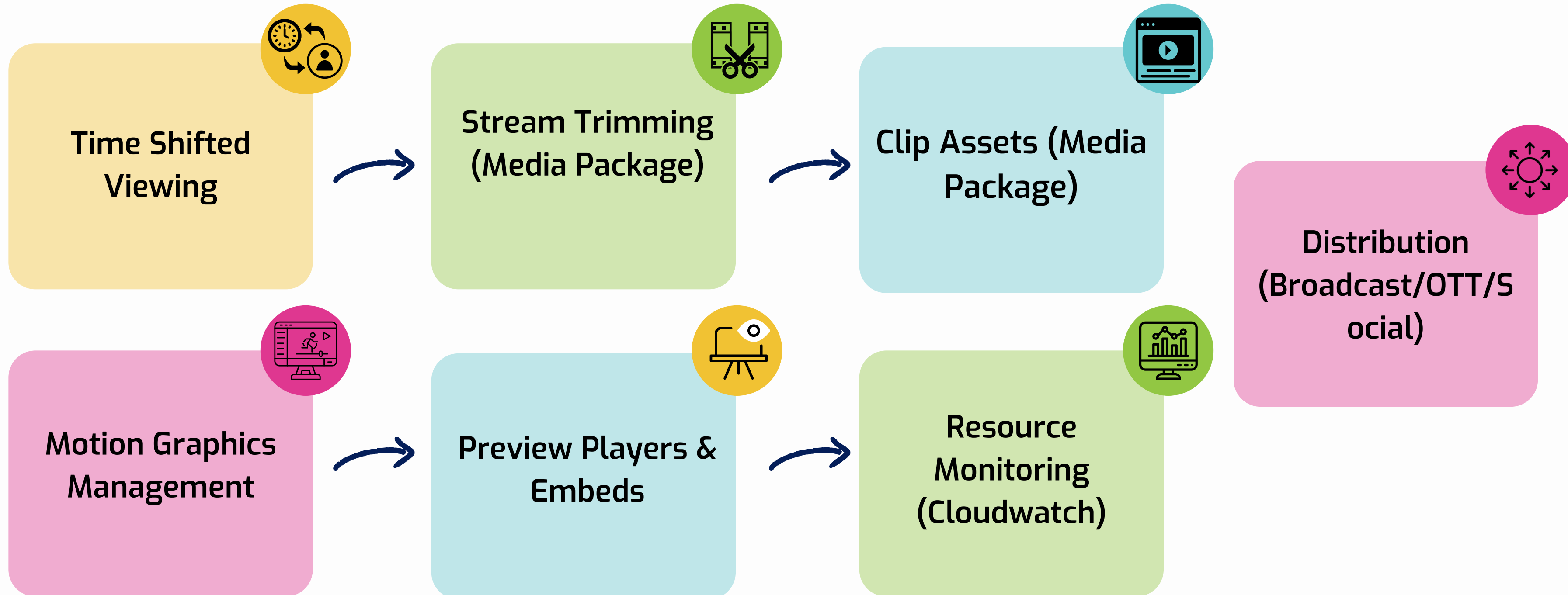
Service Name:

APPLY CHANGES DELETE SELECTED OPERATOR / LINK CLOSE

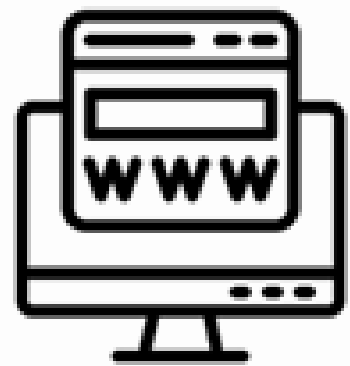
STREAMCAKE UI FEATURES



STREAMCAKE UI FEATURES



OPERATION & INTEGRATION OPTIONS



PORTAL UI

Operator UI to manually configure, schedule and operate workflows.

Monitoring dashboards for stream health.

Services configuration and profile management.



STREAMCAKE API

REST based API with OAuth authentication.

Manage streams (create, schedule, update) and metadata into the system.

Trigger and monitor workflows from external systems.



WEBHOOKS

Workflow and event signals sent to external systems for extended operations.

Stream and metadata information shared in full within webhook payload.

Customization of webhook endpoints per stream actions.



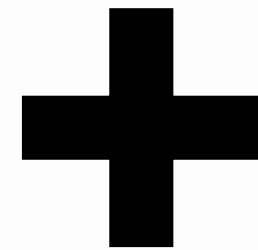
CUSTOM INTEGRATIONS

Customized workflows and integrations developed as part of any core workflow.

Extensions into additional services as needed.

Managed service or enablement into existing own Integration Platforms

OTT CONSUMER SERVICE



OUTCOMES

Scalable IPTV / OTT Middleware

On-cloud or on-premise,
manage your entire platform
from one location.

Content Delivery Network

Utilizing a multi-CDN strategy,
we deliver your content
worldwide with quality and at
scale.

Fast-track Multi-Screen Apps

Your IPTV/OTT application will be
available in all major app stores.

Security / DRM

We support multiple
levels of content
protection &
authentication

Real-Time Analytics

Understand viewing habits,
revenue, subscription
details, and more.

Content and Archive Management

Ingest your content from any
source, including broadcast or
IP and store with relevant
metadata.

CUSTOMER USE CASE

The screenshot displays the plus.tv website interface. At the top, the navigation bar includes the plus.tv logo, 'Home', 'QRL', a search icon, and a user profile icon. The main heading is 'Mal Meninga Cup' with the subtext 'Every game live and on demand'. Below this is a horizontal menu with icons for U19, Hostplus Cup, Mal Meninga Cup, BMD Premiership, and another Cup. The 'Replay Matches' section features five match cards, each with a team logo, match title, round, date, and time. Below each card is a brief description of the match. The 'Competitions' section at the bottom shows four categories: 'Under 17 City v Country Boys and Girls' with a photo of players, 'Hostplus Cup', 'BMD Premiership', 'Mal Meninga Cup', and 'Harvey Norman U19s'.

plus.tv Home QRL

Mal Meninga Cup

Every game live and on demand

U19 Hostplus Cup Mal Meninga Cup BMD Premiership Cup

Replay Matches

JETS VS DOLPHINS
ROUND 4
SUN 7 APRIL // 3PM
HOSTPLUS CUP

CAPRAS VS BEARS
ROUND 4
SUN 7 APRIL // 2PM
HOSTPLUS CUP

JETS VS DOLPHINS
ROUND 8
SUN 7 APRIL // 1:30PM
MAL MENINGA CUP

CAPRAS VS BEARS
ROUND 4
SUN 7 APRIL // 12:05PM
BMD PREMIERSHIP

MAGPIES VS CUTTERS
ROUND 4
SUN 7 APRIL // 12PM
BMD PREMIERSHIP

Hostplus Cup Round 4 - Jets v Dolphins
Jets to play the Dolphins in the Hostplus Cup on 7 April, kicking off at 3:00 PM AEST at North Ipswich Reserve

Hostplus Cup Round 4 - Capras v Bears
Capras to play the Bears in the Hostplus Cup on 7 April, kicking off at 2:10 PM AEST at Rugby Park

Mal Meninga Cup Round 8 - Jets v Dolphins
Jets to play the Dolphins in the Mal Meninga Cup on 7 April, kicking off at 1:30 PM AEST at North Ipswich Reserve

BMD Premiership Round 4 - Capras v Bears
Capras to play the Bears in the BMD Premiership on 7 April, kicking off at 12:05 PM AEST at Rugby Park

BMD Premiership Round 4 - Magpies v Cutters
Magpies to play the Cutters in the BMD Premiership on 7 April, kicking off at 12:05 PM AEST at Logan Metro Football Fields

Competitions

Under 17 City v Country Boys and Girls

Hostplus Cup

BMD Premiership

Mal Meninga Cup

Harvey Norman U19s



THE STORY TO DATE



**18k+ Live sporting streams
in the last 2.5 years**



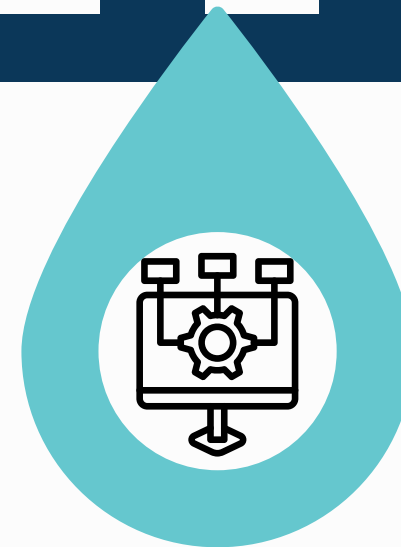
**300-500 Live productions,
per week**



**30+ configurations (graphics,
logos, destinations, geo rules)**



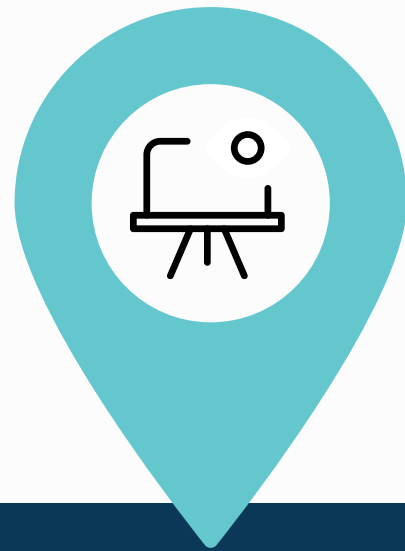
**50% Cost Reduction per
Stream**



**120+ Concurrent live events for
a single client**



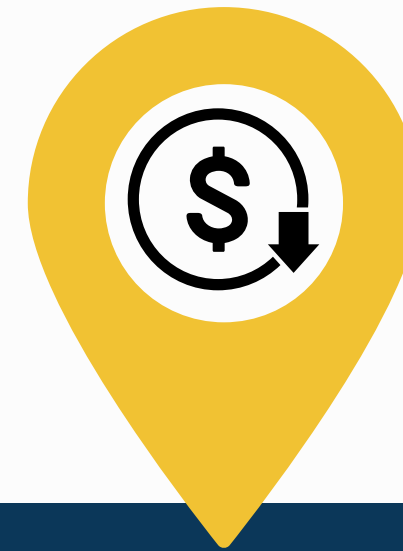
THE STORY TO DATE



Real-Time Monitoring with status and alerts on live streams



Revenue driver and cost reducer



50% Cost Reduction per Stream

“STREAMCAKE GIVES YOU INFINITE SCALE AND REVENUE, WITH MINIMAL COST!”

Advanced Automation and Orchestration

Global Experts in Broadcast & Digital

**Layercake's Growing Broadcast
Partner Network**



possibilities

AWARDS AND RECOGNITIONS



Layercake, recipient of the Content + Technology 2023 Award for Innovation in Live Event Technology for the Streamcake Live Production Orchestration

Finalist Best Startup Tech Company 2024

Finalist Sports Management Technology Awards 2024

Finalist Broadcast & Media Technology Awards 2024

Finalist Best Digital & SaaS Platform 2025

Layercake, recipient of Asia-Pacific Broadcasting Awards 2025 for Live Event Streaming-Australia

Finalist Media & Broadcast 2025

Finalist Innovation of the Year Awards 2026

Finalist Broadcast & Production Awards 2026

Want to know more?




[Streamcake - Layercake](#)



[Mediacake - Layercake](#)

let's make it happen!

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