Adaptive Media Player 2 — Powered by Bitmovin

Deliver high-quality playback with complete control — dedicated SDKs and built-in analytics for devices with the latest version of the Adaptive Media Player 2, powered by Bitmovin.

Simplify video development across platforms

Managing video analytics across multiple platforms typically requires complex integrations with separate analytics providers, resulting in data silos and delayed insights. Development teams building video applications face the challenge of implementing separate analytics solutions for each platform — like web browsers, mobile apps, streaming devices, and smart TVs — resulting in fragmented data and inconsistent reporting across their user base.

Adaptive Media Player 2 (AMP2), powered by Bitmovin, delivers multiplatform video SDKs with comprehensive analytics built directly into each player, providing unified insights across platforms your users are on. With streaming capabilities — from core playback functionality to advanced enterprise features, **including analytics, content protection, advertising integration, and specialized streaming technologies** — AMP2 eliminates the complexity of managing multiple vendor relationships while delivering real-time performance data that enables faster decision-making and improved user experiences.

Player evolution

Building on the foundation of the original Adaptive Media Player that enabled simplified media player approaches with third-party analytics integrations, AMP2 advances this foundation with comprehensive analytics built directly into each SDK, **eliminating the complexity of managing multiple vendor relationships** while maintaining the same ease of deployment that customers expect from Akamai.

Benefits for your business

Wider platform reach
Enhanced support for smart TVs, game consoles, set-top boxes, and major TV brands, including Roku®, Samsung®, LG®, Vizio®, and Hisense®— expanding your audience reach beyond traditional web and mobile platforms.

Real-time insights
Bitmovin Analytics provides deep visibility into quality of experience, viewer engagement, and advertising performance — eliminating third-party integration complexity while providing actionable data across every user session.

Enhanced capabilities
Expanded feature set, including multiview streaming, server-guided ad insertion, and advanced advertising workflows that drive monetization opportunities.

Streamlined development
Improved documentation, implementation guides, and new integrations with React Native & Flutter to accelerate deployment timelines while reducing development overhead.

Robust testing and support
Stream Lab automated testing on real-world devices, plus managed lifecycle support — AMP2 handles video player dependency upgrades, OS compatibility, and device support, freeing your team to focus on core business initiatives.

Expert guidance
Combined expertise from Akamai and Bitmovin video streaming specialists to optimize viewer experiences and ensure successful implementations across your entire platform strategy.

Comprehensive analytics built in

AMP2 delivers comprehensive analytics capabilities directly integrated into each SDK, providing:

Performance monitoring

- Real-time playback quality metrics and error detection
- Infrastructure cost optimization insights
- Network delivery analysis and troubleshooting tools

Audience insights

- Detailed viewer engagement and behavior tracking
- Geographic, device, and demographic breakdowns
- Session-level observability with real-time alerts

Advertising analytics

- Complete ad performance metrics, including impressions, viewability, and completion rates
- Real-time advertising insights for optimization
- Support for SSAI, CSAI, and SGAI workflows

Advanced features

- Purpose-built tools to prioritize and interpret playback errors, identify root causes, and suggest corrective actions
- Data portability with API export to a wide range of BI tools and warehouse platforms

	Akamai ADAPTIVE MEDIA PLAYER 2	Akamai ADAPTIVE MEDIA PLAYER
Product fit for more opportunities with playback on Smart TV & CTV devices e.g. Samsung®, LG®, Roku®, Vizio®, Playstation® & more	✓	✕
Analytics pre-integrated to create revenue expansion opportunities	✓	✕
Multiview	✓	✕
Easier integration	✓	🟠
Ads playback	✓ Including SGAI	🟠 SGAI not supported
Standard playback	✓ Excl. HDCore	✓
DRM playback	✓	✓
Low latency	✓ LL-HS & LL-DASH	✓

Interested in learning more about Adaptive Media Player 2? Contact your sales representative today.