New products for Encoding and Delivering HTML5-Compatible video

Thomas Vander Stichele

Streaming Media East 2011
The problems

Technologies
Devices
Live

LIVETRANSCODING.COM
Demo

[Image of a user interface showing a choose outputs section with options for video and audio formats, platform reach, and browsers and mobile devices supported.]
Technologies

- Real
- RTSP/Quicktime/MMS
- Flash
- Adaptive/chunked/HTTP
Devices

- browsers
- dumb phones (3GP)
- consoles
- smart phones (iOS, Android, ...)
- tablets
- TV's
# Browsers

<table>
<thead>
<tr>
<th>CODECS/CONTAINER</th>
<th>IE</th>
<th>FIREFOX</th>
<th>SAFARI</th>
<th>CHROME</th>
<th>OPERA</th>
<th>IPHONE</th>
<th>ANDROID</th>
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</thead>
<tbody>
<tr>
<td>Theora+Vorbis+Ogg</td>
<td>*</td>
<td>3.5+</td>
<td>†</td>
<td>5.0+</td>
<td>10.5+</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>H.264+AAC+MP4</td>
<td>*</td>
<td>*</td>
<td>3.0+</td>
<td>5.0–?†</td>
<td>*</td>
<td>3.0+</td>
<td>2.0+</td>
</tr>
<tr>
<td>WebM</td>
<td>*</td>
<td>*</td>
<td>†</td>
<td>6.0+</td>
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Mark Pilgrim, Dive into HTML5, CC BY 3.0
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Live

- in real time
- “infinite” files
- latency
- network issues
- reliability
- different browser support

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Live events

- little or no testing
- short setup time
- bandwidth setup and limitations
- multiple parties involved
  - you, event organizer, venue manager, infrastructure, the CDN, ...
HTML 5

solves the devices problem
... partly, for web browsers ...
... and only for your web team
Demo
Old approach – complex and costly

New approach – easy, low cost and seamless

Input, Encoding in customer facilities

Only 1 encoding and little BW needed in customer facilities
LiveTranscoding.com is a cloud-based live encoding service that transcodes a single live stream into multiple output streams in real time.
Service

- Log in
- Create signal
- Choose pack
- Send us **one** stream
- Give us CDN information
- We do the rest

LIVE TRANSCODING.COM
Benefits

✓ 100% audience reach
✓ Optimized settings
✓ Pay-as-you-go is cost effective & flexible
✓ Save on upload bandwidth

✓ NO hardware, software & maintenance
✓ Supports new formats & devices
✓ Go from CAPEX to OPEX
✓ Instant set-up and streaming

LIVE TRANSCODING.COM
Questions?

Coming in June 2011 to a data center near you!

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