Adobe® Media Player
Adobe Media Player - Distributing, Viewing, and Monetizing Video Content

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Overview

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A Time of Change

Rapidly proliferating devices, competition for attention, and industry evolution.
Cable TV
1982
Cable TV

2007
Broadcast Trends: TV

DVR and VOD-Enabled Household Penetration in the US, 2005-2010 (% of TV households)

Source: eMarketer, November 2006
Internet Trends: Video

134 million internet users watched

9 billion video clips

75% US Internet users watch videos online

181 minutes per viewer per month

68 clips per month

Source: Comscore, Sept 2007, reporting data for July 2007
Widest Reach in the World

88% 99%

80% on new version within 9 months

1 billion
PCs and devices

Source: NPD December 2005

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Fusion of TV and the Internet

- Desktop
- Subscriptions
- Online/Offline
- Immersive experience
- Monetization
- Protected download & play
ADOBE® MEDIA PLAYER

For... Viewers

What... A freely available cross-platform desktop media player

1. Online/Offline Playback
2. Higher-Quality Video
3. Free, Ad-supported, Assigned
4. Personalization

Which... Gives viewers a single place for aggregating, watching, and managing their video

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For... Content Owners

What... Widely distributed cross-platform desktop media player

1. Online/Offline Playback
2. Branding & Advertising
3. Measurement
4. Content Protection

Which... Empowers content owners to deliver, monetize and protect desktop Flash video content

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# Adobe Media Player – Steps

<table>
<thead>
<tr>
<th>AMP - Step 1</th>
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<tr>
<td>Media Publisher Creates RSS Channel with Flash Video</td>
<td>Media Publisher Creates RSS Channel with Branding</td>
<td>Media Publisher Creates RSS Channel with Playlist and Advertising</td>
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Integrating your content into AMP

- Feeds
- Branding
- Advertising
- Measurement
- Content Protection
Feeds

- RSS
  - RSS 1.0
  - RSS 2.x
  - Atom
- Media RSS
  - FLVs (ON VP6 / Sorenson Spark)
  - H.264 / AAC+
  - MODs (Ad-supported content)
- Branding
- Measurement
Integration Points - Advertising Use Cases

Playlist Advertising

- Downloaded Content, Cached Ads (Offline)
- Downloaded Content, Streamed/ On Demand Ads (Online)
- Streamed Content, Streamed/ On Demand Ads (Online)

Advertising Support

- Text, Images, Flash, Video
<item>
    <title>The Interview Trailer</title>
    <description>
        Watch the trailer.
    </description>
    <guid>76633</guid>
    <pubDate>Fri, 13 Oct 2006 12:21:30 -500</pubDate>
    <enclosure url="http://localhost/amp/movies/trailer.flv" length="120" type="video/x-flv"/>
    <media:group>
        <media:content url="http://localhost/amp/movies/trailer.flv" type="video/x-flv" isDefault="true" expression="full"/>
    </media:group>
    <media:title>Ratatouille</media:title>
</item>
<item>
    <title>The Interview Trailer</title>
    <description>
        Watch the trailer.
    </description>
    <guid>76633</guid>
    <pubDate>Fri, 13 Oct 2006 12:21:30 -500</pubDate>
    <enclosure url="rtmp://localhost/movies/trailer.flv" length="120" type="video/x-flv" />
</item>
Hybrid feeds

Media RSS Module - RSS 2.0 Module
An RSS module that supplements the <enclosure> element capabilities of RSS 2.0 to allow for more robust media syndication.

<media:group>

*ITunes*
<media:content url="http://blip.tv/file/get/GoodnightBurbank-GNBBreakingNewsAbortionIsTerrorism891.m4v" type="video/x-m4v" fileSize="31312968" isDefault="true" height="480" width="640" expression="full" blip:role="Source" />

*Adobe Media Player*
<media:content url="http://blip.tv/file/get/GoodnightBurbank-GNBBreakingNewsAbortionIsTerrorism891.flv" type="video/x-flv" fileSize="9802442" isDefault="false" height="480" width="640" expression="full" blip:role="web" />

</media:group>
<?xml version="1.0" encoding="UTF-8"?>
<feed xmlns="http://www.w3.org/2005/Atom"
    xmlns:media="http://search.yahoo.com/mrss"
    xmlns:amp="http://www.adobe.com/amp/1.0">
  <title>Reno 911</title>

  ... 

  <amp:background>http://comedycentral.com/reno911/background.jpg</amp:background>
  <amp:banner>http://comedycentral.com/reno911/banner.jpg</amp:banner>
  <amp:halfBanner>http://comedycentral.com/reno911/half-banner.jpg</amp:halfBanner>
  <amp:networklogo>http://comedycentral.com/logo.jpg</amp:networklogo>

  ... 

</feed>
Branding

- Half Banner
- Full Banner
- Background Image
- Network Logo
<smil xmlns="http://www.w3.org/2005/SMIL21/Language">
  <head>
    <layout>
      <region id="banner" />
      <region id="content" />
      <region id="overlayAd" />
    </layout>
  </head>
  <body>
    <par>
      <seq>
        <video region="content" src="http://adserver/allstate52.flv" dur="5s" />
        <video region="content" src="http://contentserver/episode1.flv" dur="54s" />
      </seq>
      <seq>
        <image region="banner" src="http://adserver/banner1.jpg" dur="10s" />
        <image region="banner" src="http://adserver/banner2.swf" dur="110s" />
      </seq>
      <seq>
        <image region="overlayAd" src="http://adserver/overlay1.png" dur="15s" />
        <image region="overlayAd" src="http://adserver/overlay2.swf" dur="20s" />
        <image region="overlayAd" src="http://adserver/overlay2.flv" dur="20s" />
      </seq>
    </par>
  </body>
</smil>
Advertising

Banner Ads

Pre-roll
Post-roll
Mid-roll

Overlay Ads
Video Advertisement

- Pre-roll video ads
- Mid-roll video ads
- Post-roll video ads
  - Detailed tracking
  - Behaves like one clip
  - Streaming or progressive download
  - Automatic update
Dynamic Overlays

Video Overlays
- Brand
- Advertisement
- Synchronized information

Supported file formats
PNG, JPEG, GIF, SWF, FLV
Video Overlays

Dynamic data in overlays with interactive Flash applications

- Live tickers
- Statistics
- Data casting
- Video
Video Overlays

Synchronized overlays

- Advertisement can be interactive
Video Overlays

- eCommerce
- Rich Interactive Applications
- Interactive marketing
- Full power of the Flash Platform
Measure success.
Measurement
Protect your content.
Content Protection

Protected Streaming – Content is securely streamed to AMP to prevent unprotected local storage

Content Integrity – MOD Playlists specifying streaming and downloaded content with bundled advertisements - fortified to prevent the removal of ads, remixing of content, etc.

Identity Based Licensing – Associate (monetized) downloaded content with the purchaser to prevent subsequent sharing
Protected Streaming: Available Today with FMS

- Security inherent to Flash
  - No exposed URLs and media file locations
  - Control over information that is exposed

- Additional security with Flash Media Server
  - No client cache
  - Unique transfer protocol limits stream ripping
  - Support for SSL and encrypted streams
  - Stream authentication
    - Scripting
    - Executing authentication applications
Protected Streaming

Streaming Demo
Monetize your content

Use identity based licensing to monetize and protect video content.

- Integration with existing commerce platforms
- Cross platform
Integration Points – Content Integrity

Signed Playlists
- Viewers can’t remove or replace ads
- Viewers can’t reuse or remix content

Video Encryption
- Publisher-based
  - Hassle-free for viewers
- User-based
  - Flexible credentials integration
Flash Media Rights Management Architecture
Content Protection

How does this work?
AMP brings the best of both the broadcast television and web video worlds to your desktop and is a powerful tool to monetize your content.
Available on labs.adobe.com

Better by Adobe™