Creating Content with Adobe Flash Video

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Overview
• Demo and Compare Video Experiences
• Demo Live Flash Video Experiences
  • Emmy Nominated CBC 2D solution
  • Flash Live Video Switcher
• 5 min Flash Video Tour
• 8 min Q&A

About the New Toronto Group
Consulting
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Adobe Product Sales

Making the Experience Better

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Flash Video Experience
The Flash Video Experience

- Deploying video in Flash requires more than a Flash “Designer”
  - Flash Video Encoding
  - Flash Creative Layout
  - Flash Interactive Programming
  - Flash Video Programming
- Flash Video is the best choice for
  - Advertising
  - Content Distribution
  - Large Scale deployment
  - Live solutions
- No other technology in the world delivers the experience like Flash Video over and over again

For Advertisers

- Build Brand awareness
- Leverage “Social Video” Stickiness
  - Pure
  - Uncut
  - Real -> The ultimate Reality Show
- Give an experience to the target market beyond a square video
- Engage the user
- Lean-To Experience vs. the Lean-Back
- Today only about 95% of video-based advertising on the Internet is re-purposed – Consider a change to engage the target markets

For Broadcasters

- There are new “Prime Times” for your content
  - Morning / Afternoon -> Delivery on Mobile devices
  - Daytime -> Delivery by Browser / Internet
  - Night (Prime) Time -> Delivery by Television
- Flash Video introduces opportunities to engage your audience in more ways than any other digital video solution
- Rebuild the Broadcaster “Brand”
- Increase earnings on distribute by innovative advertising models
  - Example: ABC.com

For Everyone

- You make your content desirable
- Flash Video gives you the experience

PLAY MEANS more than just PLAY
Demosntrations

- Demo Professional Video and Advertising
  - CBC.ca
  - CTV.ca
  - ABC.com
  - NBC.com
  - New England Journal of Medicine

- Demo Social
  - YouTube

- Demo Live
  - CBC ZeD
    - Wall - Poll - Video Record
    - Chat - Control
  - Video Switcher
    - Live and pre-recorded Switcher

Media Creation and Distribution Shift

- Professional Media
  - Advertising
  - Professional Sports
  - News
  - Music/Entertainment

- Social Media
  - Community sites
  - Social Networks
  - User generated content
  - Gaming

Media Creation and Distribution Revolution

Professional Video Content
- ABC
- Discovery
- NBC

Social Video Content
- myspace.com
- eBlogger
- YouTube
- CBC Radio-Canada

Daily Pageviews: YouTube vs. MTV.com
Flash delivers video to the most people, Period.

- Social Video is quickly outperforming the major professional content distributors on the internet today
- Ultimate reality television
- Public platform

- **Flash Video is the dominant format for**
  - Professional Video including broadcasters and advertisers
  - Social Video distribution
5 Minute Tour

Understanding the pieces of Flash Video

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Flash Video Ecosystem

Capture & Encode
Author
Deliver
Play

- Sorenson Squeeze
- Adobe Flash 8
- Flash Media Server 2
- W3C Logging standards

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Demonstration

- Encoding: Sorenson Squeeze
- Developing: Flash 8
- Streaming: Flash Media Server 2
- Logging: W3C Logging standards

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Flash Media Server - Video Streaming for Flash

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Flash Media Server Helps You Adapt

Flash Media Server Enables Interactive Multimedia

Connections and Streams in Flash Media Server

Connections are "containers" for Streams

Flash Media Server

- VOD Flash Video and MP3 Streaming
- Secure SSL Streaming
- 2-way communication
- Live Video
- Auto Bandwidth Detection
- W3C standard log reporting
- Scalable to the Enterprise (Edge / Origin)
- Large Volume support
- Easy to get started
Flash 8

Using the Core Features of the FLV Playback component

Core Features of any GOOD Flash Video player

1. Video start playing fast
2. Easy to deploy solution
3. Player recovers easily when things go bad
4. Easy to re-use and customize

Core FLV Playback Features

- Drag and Drop
- Lightweight SWF
- Easy-to-Use ActionScript API
- Pre-built UI Skins and controls
- Cue Point Support
- External XML File Support
- Auto Bandwidth Detection
- Single video URI
- Multi-Server support
  - Progressive Download (Web Server)
  - Flash Media Server Support
  - CDN Support
- Live Video Support

IT JUST WORKS.
The life of a streaming FLV file

- A lot can happen to your video
  - Before playback
  - During playback
  - After playback
- Understand what can happen at each period
- Understand what you want to do about it
  - How do you know when something happens?
  - Where do you start?

What could go wrong?

- File Not Found
- Server Not Found
- Limited Bandwidth
  - Bandwidth becomes restricted
- Server fails during playback
- Network connection is dropped / reset
- Server bandwidth fails
- Connection Times out
- Port not available
  - RTMP Protocol blocked
- File is updated

Best Experience

- FLVPlayback handles most things well
- Drag and drop will take you only ½ way there
- What you need to do beyond Drag and Drop
  - Error Handling Framework
  - Recover from failures

How to Deliver the Best experience with Flash Video

- Your Workflow
  - Plan your experience, Creatively
  - Capture and Encode your video properly
  - Develop your solution in Flash or Flex 2.0
  - Plan what to do when errors occur
  - Stream using Flash Media Server or CDN's
- Enjoy the experience and tell the world about your video
- Make the Internet more engaging — IT'S NOT TELEVISION!
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Authorized Training

Flash Video and
Flash Media Server 2.0

To Register:
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Thank you.

Any Questions?

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On Site Training is also available upon request.