



VIDEO SERVICES

High-Speed High-Definition Multi-Device

Experience the power of next generation live or on-demand video

Overview

Get serious about streaming, not just because we have designed and built the perfect services for it, but because your customers are spending more and more time watching videos.

Expectations are high and patience is low, it's safe to say that quality of experience is critical. What better way to deliver it than with a service that's tailor made for you. Viewers will enjoy a TV like experience, buffer-free and quality-focused with innovative interactivity features enabled by Telefónica's infrastructure and reach around the world.

Telefónica Video Services deliver the best online video experience on any format (Adobe Flash®, Microsoft Silverlight®, HTTP Progressive, HLS, or H.264/HTML5) and any device: computers, tablets, phones, set-top boxes, media players, game consoles and other HLS-capable devices such as Apple TV® with Airplay® and ROKU® media players and Internet-connected TVs like Samsung® Smart TV™ and Google TV™-powered sets.

Benefits

High Definition

For us, it is key that your content is delivered with the exact same level of emotion to your audience, as was originally intended. Once production has finished, you can sit back and let us ensure it is encoded and delivered with the highest quality and reliability adapted to the viewers bandwidth.

Integrated Monetization Tool

We have integrated 3rd party solutions from selected industry leaders to enable full monetization of your content. Our Advertising service is integrated in the CDN (Pre-, Mid-, and Post-Roll Ads), so if you don't have your own revenue generating advertising, we are here to help.

Advanced Analytics

The monitoring tool will keep you fully updated through personalized alerts, so that you can closely monitor the quality of your services, and receive full analytics to enable CRM tools.

Security

For increased security of your copyrighted content, you can use token or Digital Right Management (DRM) to secure your stream or configure specific geographical rules.

Origin Storage and Full Availability

Store your content on Telefónica CDN across multiple locations in order to ensure 100% availability.

And More

- 100% availability without buffering
- Global reach across all devices
- More visibility and impact
- Extract more value from your content
- User friendly content management and monitoring



Telefónica Global Delivery Services

Features

Flash Video / HTML5 / Silverlight

- On-demand streaming
 - Origin server in Telefónica or in client premises
 - Smooth/variable bit rate
 - Multiple bit rates
 - Progressive download

Live Streaming

- Push and pull support
- Multiple ingesting servers
- Smooth/Adaptive bit rate
- Multiple bit rates
- DVR

Advanced Analytics

- User-friendly dashboard
- Access to geographical statistics for live and on-demand content
- Access to log files on request

Security

- DRM authentication
- Token generation
- Block or allow access to content based on geography

Content Monetization

- Support for ad-servers

Protocols

Adobe RTMP Dynamic Streaming (RTMPE, RTMPPT, RTMPTE, RTMPS)	Flash player (desktop, mobile, game consoles, set-tops) AIR
Apple HTTP Live Streaming (HLS)	iPhone, iPod touch, iPad QuickTime player, Safari, Roku
Microsoft Smooth Streaming	Silverlight 3 or later (desktop and mobile)
RTSP/RTP	Android, BlackBerry (RIM), HP webOS, Symbian 3GPP mobile smart phones and compliant players QuickTime player VideoLAN VLC player
MPEG2 Transport Protocol (MPEG-TS)	IPTV set-top boxes

Formats

RTMP	Video: H.264, VP6, Sorenson Spark, Screen Shared codec Audio: AAC, AAC-LC, HE-AAC, MP3, Speex, NellyMoser ASAO
RTSP/RTP	Video: H.264 Audio: AAC, AAC-LC, HE-AAC, MP3, Speex
MPEG-TS	Video: H.264 Audio: AAC, AAC-LC, HE-AAC, MP3
ICY (SHOUTcast/icecast)	Audio: AAC, AAC-LC, HE-AAC (aacPlus), MP3

File Formats

Video and audio	FLV (Flash Video – .flv) MP4 (QuickTime container – .mp4, .f4v, .mov, .m4v, .mp4a, .3gp, and .3g2) MP3 (.mp3)
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Create impacting stories with high fidelity

Let us transmit your digital emotions. Telefónica's globally distributed servers and its global Tier1 infrastructure are our value to be your trusted partner to deliver your content.

Maximize your revenue

Increase your audience and its loyalty thanks to a high-definition experience. Monetize it with personalized and geo-targeted ads.

Minimize your infrastructure cost

Scale quickly and respond to a surging audience with minimal infrastructure and delivery cost.