

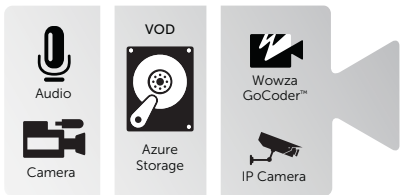
Wowza Streaming Engine Workflow on Microsoft Azure

Microsoft Azure Marketplace

Microsoft Azure Certified

1. Capture

- Capture live events using a microphone, video camera, mobile phone, or tablet
- Choose from a wide range of options, depending on needs, budget, and quality required



2. Encode

- Ingest and encode (compress) raw audio and video for efficient network transmission

Supported Input Protocols:

- » RTSP/RTP
- » MPEG-TS
- » RTMP
- » ICY



Wowza Streaming Engine™

3. Prepare

- Transrate
- Transcode
- Transmux
- Encrypt
- ...all on the fly!



VIRTUAL MACHINES

4. Deliver

- Utilize a CDN for scaled delivery when audience size is large, unknown, or across a broad geography



AZURE CDN

Deploy

Microsoft Azure

sales@wowza.com
wowza.com/msazure

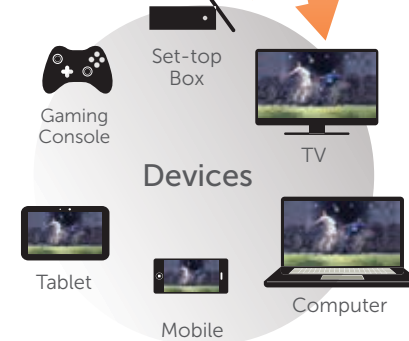
5. Choose Any Player



- Select and customize your player. Wowza Streaming Engine seamlessly integrates with all leading players and can provide player recommendations

Supported Output Formats:

- » Apple® HLS
- » MPEG-DASH
- » Adobe® HDS
- » Microsoft® Smooth Streaming
- » RTSP/RTP
- » Multicast
- » RTMP



Consume Content

- Time for end consumers to watch and play back the media!
- Wowza enables consumption across device types and in varying network conditions

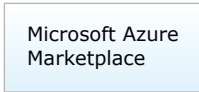
- Multi-format audio/video transcoding & streaming to any screen
- Industrial-strength, reliable, customizable, flexible & highly scalable
- Live & on-demand traditional and adaptive bitrate streaming
- Easy setup and customization using Azure Certified virtual machines
- Deploys both on-premises and in Azure to provide hybrid deployments
- Unlimited adaptive streaming scalability available via Azure CDN





Example Customers



Wowza Streaming Engine: Azure Hosting Deployment Examples

Cloud Deployment: Stream your content from high-performance virtual machines hosted remotely and securely in Microsoft data centers



One Input, Few Viewers	Two Inputs, More Viewers	More Inputs, Many Viewers	One Input, Many Viewers
			

Example Use Case	Department All-Hands	Company All-Hands	Annual Training Event	Digital Signage
Event Duration	2 hours	2 hours	1 day	64 hours per week
Live feeds from venue	1	2 (1 primary, 1 back-up)	4 (4 separate tracks)	1 linear channel
Estimated Live Viewers	Up to 120 live viewers	Up to 1,000 live viewers	Up to 10,000 live viewers	10,000 screens in branch offices
VOD Streaming Availability	For 1 month after event	For 2 months after event	For 1 year after event	Not applicable
Estimated VOD Viewers	24 on-demand viewers	200 on-demand viewers	10,000 on-demand viewers	Not applicable
Primary Streaming Type	HTTP Adaptive Streaming 3 bitrates: 320-1024 kbps	HTTP/RTMP/RTSP 5 bitrates: 320-2600 kbps	HTTP/RTMP/RTSP 4 bitrates: 320-2600 kbps	HTTP Adaptive Streaming 3 bitrates: 1024-2600 kbps
Azure Instance Size	D1	D2	D3	D2
# Azure Instances	1 Instance	4 Instances (2 primary, 2 back-up)	20 Instances	1 Instance
Distribution Method	Direct from instance	Direct from instances	Direct from instances	Azure CDN
Projected Gross Azure Revenue	\$15 per event	\$264 per event	\$12,324 per event	\$603,072 per year

Examples above are only rough estimates and are not meant to be prescriptive. Actual deployments may vary and should be tested.

Information in this document is subject to change without notice