Build Live Streaming Apps With USER-GENERATED CONTENT
While video is king and on-demand UGC videos are great content, LiveUGC is the most powerful tool of all for attracting and engaging audiences.
The top two online activities people engage in are using social media platforms and watching videos.

- Viewers watch more than 500 hours of video daily on YouTube.

- More video content is uploaded to online channels every 30 days than the major U.S. TV networks have broadcast in 30 years.

- And user-generated video clips made up over half of all content streamed to smartphones in 2015.
What Makes LiveUGC so valuable?

Engages current and potential customers in unique ways, creating a two-way dialogue.

Builds trust, authority and SEO value for your brand among consumers who are skeptical of traditional advertising.

Reduces turnover for your platform and provides opportunities to up-level service to existing users.
Motivations for LiveUGC

Reasons to Integrate LiveUGC in Company’s Products or Services

- Deeper customer engagement: 55%
- Sales or sales conversions: 20%
- Greater brand awareness: 18%
- Allow family and friends to stay connected: 7%
Quality and Mobile are chief concerns.
If your application falls within the realm of social, influencer marketing or live event broadcasting, including a mobile app in your offering is a must-have.
Over the next two years, into which of the following does your company plan to include LiveUGC capabilities?

- 45 percent plan to incorporate mobile LiveUGC in the next two years.
- 75 percent were unsure of the tools available.
Basic Needs for LiveUGC Applications

- Global Delivery and Scalability
- Mobile capture and Playback
- Flexible, Cross-platform delivery
Wowza Streaming Engine™

**Input/Sources**
- Wowza GoCoder™
- Camera
- IP Camera
- Encoder
- Audio
- Video on Demand

**Output/Playback**
- WOWZA PLAYER™
- WOWZA CDN™
- TV
- Tablet
- Computer
- Mobile
- Gaming
- OTT

**Wowza ClearCaster™**

Full hybrid capabilities for:
- Pay-as-you-go CDN delivery
- Burst mode to CDN for viral content
- Multi-campus & remote delivery
- Cloud transcoding and local delivery

**IN**
- RTP
- RTMP
- Wowza Streaming Cloud

**OUT**
- Apple HLS
- Adobe HDS
- Adobe RTMP
- WOWZ™
- CDN or p2p

**Delivery**
- Origin
- Edge
- CDN
- p2p
- Multicast
- WowZ™
- Microsoft Smooth WOWZ™