

## // CASE STUDY // 1 MAINSTREAM

1 MAINSTREAM CUSTOMERS SET UP LIVE STREAMING IN UNDER A MINUTE, POWERED BY WOWZA STREAMING ENGINE™



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— *Rajeev Raman, CEO of 1 Mainstream*

### 1 MAINSTREAM

As one of the leading over-the-top (OTT) streaming platforms, 1 Mainstream allows content providers to bring HD quality streaming video to viewers on virtually any connected TV device to increase audience reach and revenue. Customers create their own branded channel application to broadcast across all major streaming media technologies, including Apple TV, Amazon Fire TV, Roku, Xbox, Samsung, iOS, Android and Google TV.

### **The Challenge:** Delivering Quality Stream to a Variety of Devices

With 1 Mainstream’s easy-to-launch channel platform, content providers like one of the largest news channels in the UK, have the freedom to expand their audiences, going beyond cable and satellite distribution to stream live content directly to viewers through channels and apps. And Rajeev Raman, CEO of 1 Mainstream, says that while broad accessibility is important, quality is paramount.

“Viewers have high expectations for quality, regardless of what kind of device they use to access the content,” he said. “We wanted to offer live broadcasting side-by-side with our VOD options, but because live is so complex, we needed a platform that could meet our customers’ expectations for quality, simplified integration and workflow.”

To accommodate its diverse range of customers, 1 Mainstream needed a flexible live streaming platform that was not tied to proprietary hardware, to give broadcasters the ability to launch a live feed with »

their existing equipment. They also needed a solution that could deliver content to a wide variety of devices, but with a simplified workflow that would make it extremely easy for their customers to set up a live stream with no coding required. Scalability was a must to support 1 Mainstream's own scalable solution, and, affordability was also a major factor—the software must be cost-effective for a low barrier to entry to enable 1 Mainstream's customers to realistically take advantage of the live streaming capability.

## **The Solution:** Wowza Streaming Engine/1Mainstream

As the leader in live streaming, Wowza® Media Systems offers the most advanced live broadcast technology, with a future-proof solution that is constantly evolving with new features, functionality and proactive support for new broadcast formats and specs even before they become mainstream.

"Wowza's ability to deliver any format to any device with no proprietary walled gardens is exactly what we needed to meet the needs of our wide range of customers accessing an ever-growing range of devices," Raman said. "And, with its usage based pricing model, we can spin up or spin down broadcasting capacity on demand, giving them a just-right fit for maximum affordability."

Integrated directly into the simple and intuitive 1 Mainstream user interface, Wowza Streaming Engine™ does not require coding and takes just a few seconds to set up, with the click of a mouse. With built-in encryption protocols, 1 Mainstream's customers also have the peace of mind knowing their content assets are secure.

## **The Results:** Live in Under 60 Seconds

With the simplified workflow and seamless integration with 1 Mainstream's platform, Wowza Streaming Engine enables broadcasters to launch a live stream in under 60 seconds to deliver content to virtually any device—on the web, to tablet devices, to AppleTV, Roku, Samsung SmartTV and more—all with a single configuration. With Wowza, 1 Mainstream customers can get up and running faster and enjoy the broadest range of capabilities at an extremely affordable price point that saves them tens of thousands of dollars compared to other, more complex solutions.

By offering this unique, virtually push-button live broadcasting capability, 1 Mainstream can serve a wider range of customers, including some of the biggest broadcasters in the world. At the same time, this near-instant live broadcast system is helping 1 Mainstream to reshape the distribution landscape for content producers, allowing them to break free of the limitations imposed by traditional distribution models.

 1 Mainstream is bringing the next generation of HD streaming to content providers worldwide. 

— David Stubenvoll, Chief Executive Officer and Co-Founder, Wowza Media Systems

"By leveraging the power of Wowza technology, 1 Mainstream is bringing the next generation of HD streaming to content providers worldwide. They can now reach audiences on any connected device, anywhere with HD quality video." David Stubenvoll, Chief Executive Officer and Co-Founder, Wowza Media Systems.

"With 1 Mainstream and Wowza working together, time to market for all types of content distribution is a matter of weeks instead of months, for a much faster ROI," Raman said. "This joint solution allows our customers to cost effectively access new audiences and explore new monetization capabilities beyond the confines of traditional cable and satellite broadcasters."

1 Mainstream provides a fully integrated and automated platform. Customers can build and publish a custom channel, and manage their own brand and content (including live streaming). The self-serve portal also handles distribution, billing and even in-app advertising, ensuring maximum ease, speed and simplicity in deployment and management.

Powered by Wowza Streaming Engine, 1 Mainstream makes building and managing a custom live content channel flexible and affordable for customers without them having to handle all of the complex technical details.



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