

Live Video Streaming 101

Today's viewers demand instant access to content
— across the globe and on any device

If You Ain't Streaming, You Ain't Leading



82% of internet traffic will be video by 2022 ⁱ



7m viewers live-streamed Super Bowl LIII ⁱⁱ



97k+ hours of content are streamed on Netflix every minute ⁱⁱⁱ

Live Video Delivery From Capture to Playback

Make no bones about it.
Delivering lightning-fast video can be tricky business.



Capture

Frames of video are captured and converted into a continuous video signal.



WOWZA
GOCODER™

Mobile Encoder and SDK



Encode

The raw video is tightly compressed into a digital format, squeezing gigabytes into megabytes.



WOWZA
CLEARCASTER™

Facebook Live Appliance



Package

Once compressed, the components are packaged into a wrapper for transport.



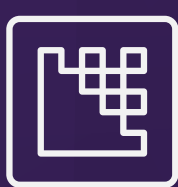
WOWZA
STREAMING
CLOUD™



WOWZA
STREAMING
ENGINE™

Server Software or Cloud Service

Our Tech = Your Superpower



Transcode

A media server repackages the stream to support playback on different devices.



WOWZA
STREAMING
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WOWZA
STREAMING
ENGINE™

Server Software or Cloud Service



Deliver

The stream is distributed globally using a content delivery network (CDN).



WOWZA
CDN™

Content Delivery Network



Playback

The stream is played back in real time, ideally to a large audience.



WOWZA
PLAYER

Embeddable HTML Player

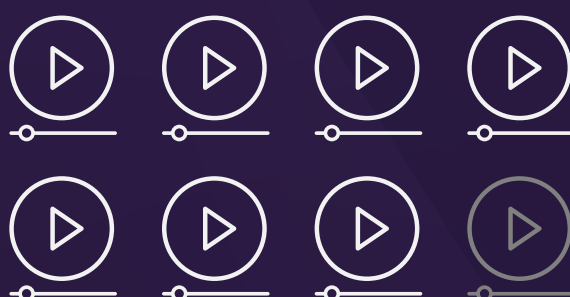
We Put the Stream in Mainstream



~1/3
of global CDNs have
Wowza built into
their ecosystem. ^{iv}

7 of the Top 8

enterprise video platforms power
their live video with Wowza. ^v



20 of the Top 25
international universities
stream with Wowza.

Stream what you need. Where you need. How you need.

[Learn More](#)

ⁱ Cisco, *Cisco Visual Networking Index: Forecast and Trends*, 2018–2022, November 2018
ⁱⁱ nScreenMedia, *Super Bowl Streaming Audience Increases 70% to 7 Million*, February 2019
ⁱⁱⁱ Domo, *Data Never Sleeps*, 2018

^{iv} Based on Wikipedia's list of notable content delivery service providers
^v Top 8 enterprise video platforms according to Streaming Media's *Top 50 Streaming List 2018* and *The Forrester Tech Tide: Video Technologies For Customer And Employee Experience*, Q1 2019.