



5 Steps to Live Streaming with Wowza and JW Player

April 2, 2014

Presenters



Chris Knowlton

VP and Streaming Industry Evangelist
Wowza Media Systems



Jeroen Wijering

Founder and Chief Digital Architect
JW Player

Agenda

- Introductions
- Streaming Can be Difficult
- 5 Easy Steps to Live Streaming
- Live Streaming Best Practices
- Pitfalls to Avoid
- Q & A

JW Player

- Powering online publishing for companies of any size since 2005
- On >2M websites in >120 countries
- Per month, 700M viewers watch >6B streams
- Plays everywhere, every time
- Providing custom branding, deep analytics, smart monetization



Wowza Media Systems

- Simplifying the complexities of video and audio streaming
- In business since 2005, with customers in >150 countries
- Simply powerful any-screen delivery
- Filling gaps in the video workflow
- Wowza Streaming Engine: award-winning software



JW Player and Wowza

- Working together to help mutual customers since 2007
- Deep cross-feature support (security, load balancing, ABR, etc.)
- Strongly aligned on visions and driving standards forward
- Examples and how-to info in dozens of articles on both sites



Streaming Can Be Difficult

Desktop/Laptop



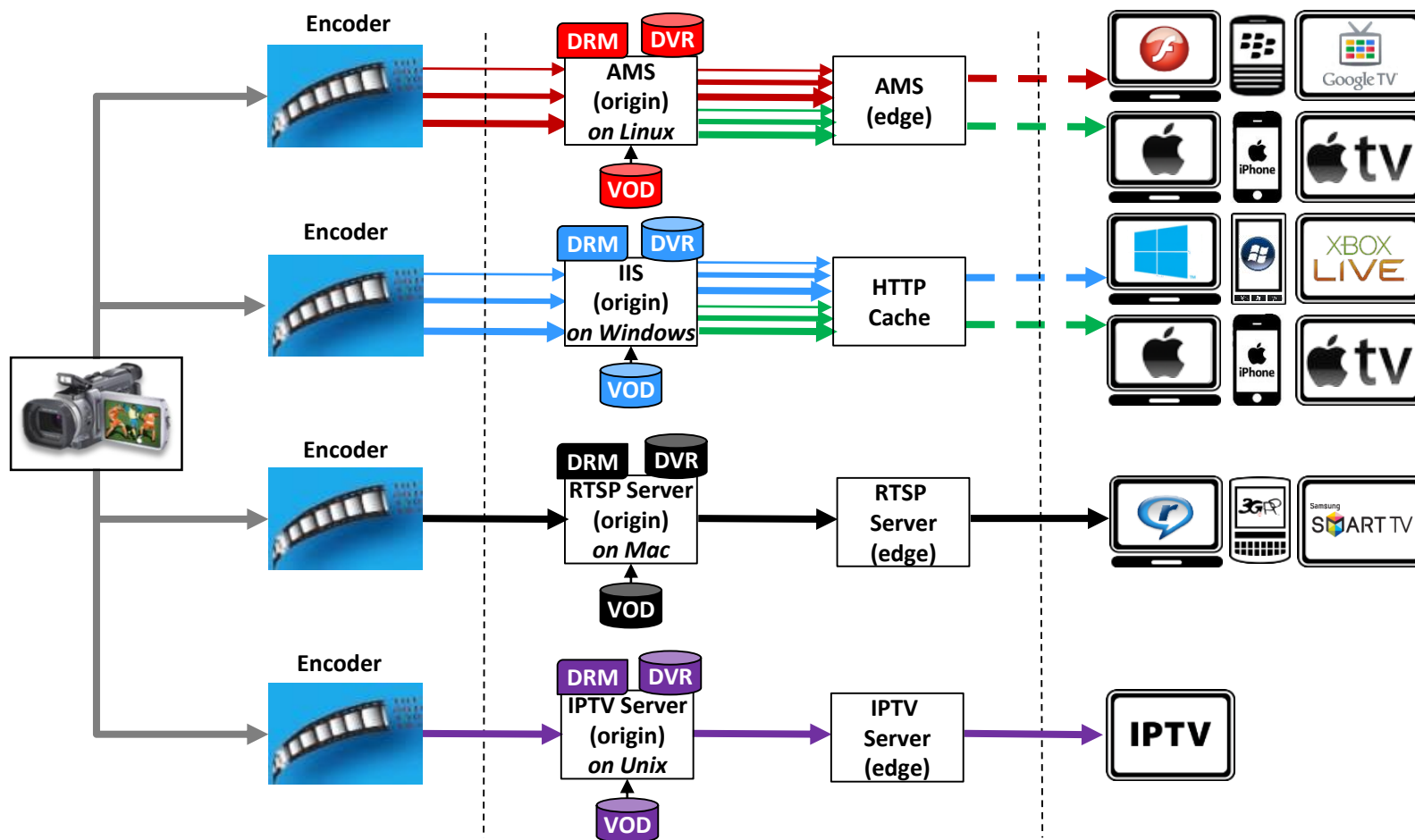
Living Room



Smartphone/Tablet



Common Multi-Format Workflow

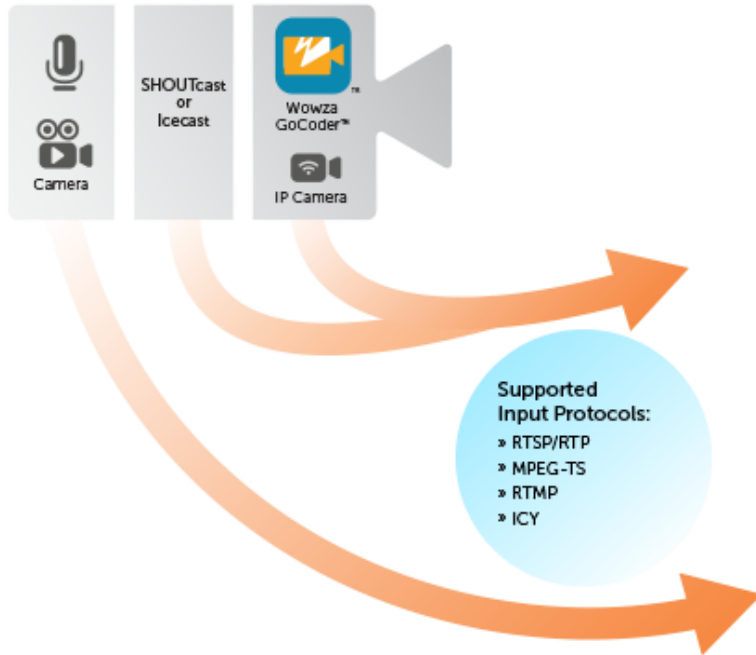


5 Steps to Live Streaming

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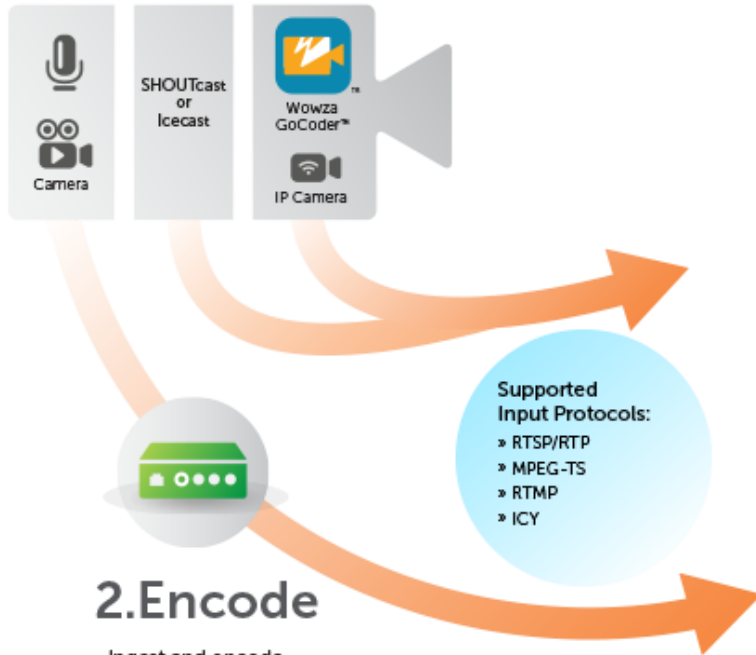
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- Choose from a wide range of options, depending on needs, budget, and quality required



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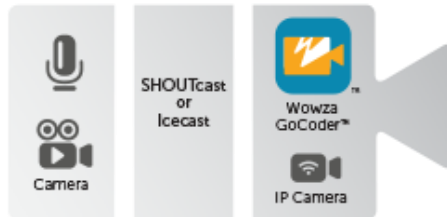
2. Encode

- Ingest and encode (compress) raw audio and video for efficient network transmission
- Transmit content to Wowza Streaming Engine™

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Supported Input Protocols:

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



Wowza
Streaming
Engine™

3. Prepare

- Convert content into multiple bitrates and streaming formats so that it's ready to be consumed in varying bandwidth conditions on any device
- Deploy Wowza in the cloud or on dedicated on-premises servers

Deploy



Cloud

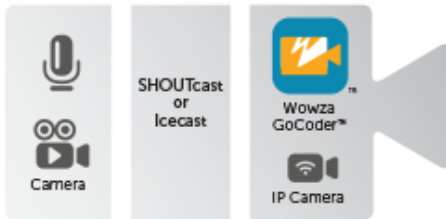


Your Server

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4. Deliver

- Deliver directly from Wowza Streaming Engine
— OR —
- Utilize a CDN for scaled delivery when audience size is large, unknown, or across a broad geography



Cloud



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Deploy

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Supported Output Formats:

- » Apple® HLS
- » MPEG- DASH
- » Adobe® HDS
- » Microsoft® Smooth Streaming
- » RTSP/RTP
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5. Enable Consumption



Choose A Player



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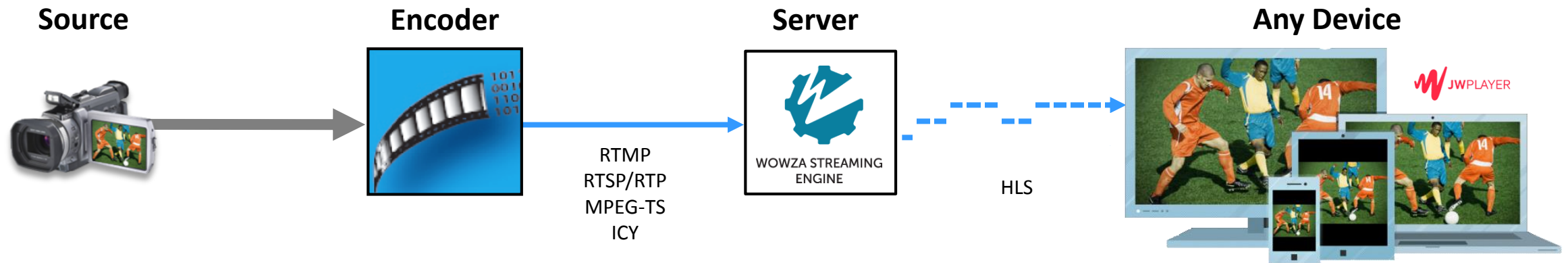
- Time for end consumers to watch and playback the media!
- Wowza enables consumption across device types and in varying network connections



Setting up Live Streaming using Wowza Streaming Engine and JW Player

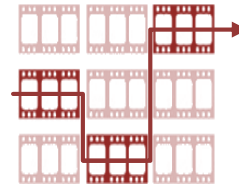
DEMO

Demo Recap – Live Streaming Across Any Device



Live Streaming Best Practices

- Give Yourself Time
- Simplify the Encoding Workflow
- Use ABR Streaming
- Plan for Scalability
- Don't be Afraid to Ask



What are the Pitfalls to Avoid?

- Bad user experience before or after the event
- Overloading server hardware
- Inadequate player and network testing
- Not planning for viral spikes
- Outdated technologies



Next Steps

- Get started with Wowza for streaming at www.wowza.com:
 - **10% off Wowza Streaming Engine** for one year
 - **Wowza nDVR AddOn** included free for 6 months
 - Use coupon code **JW2014** (*code expires December 31st, 2014*)
- Get started with JW Player Premium at www.jwplayer.com
 - **20% off JW Player Premium** for one year
 - Use coupon code **wowza20** (*code expires April 16th, 2014*)

QUESTIONS?

Next steps

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20% off JW Player Premium using

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Final Thoughts

Thank you for spending time with us today!

Watch for follow-up mail from us with more information

Do you have follow-up questions? Please contact us...

	Technical	Sales
Wowza	www.wowza.com/support	sales@wowza.com
JW Player	www.jwplayer.com/support	sales@jwplayer.com