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.**
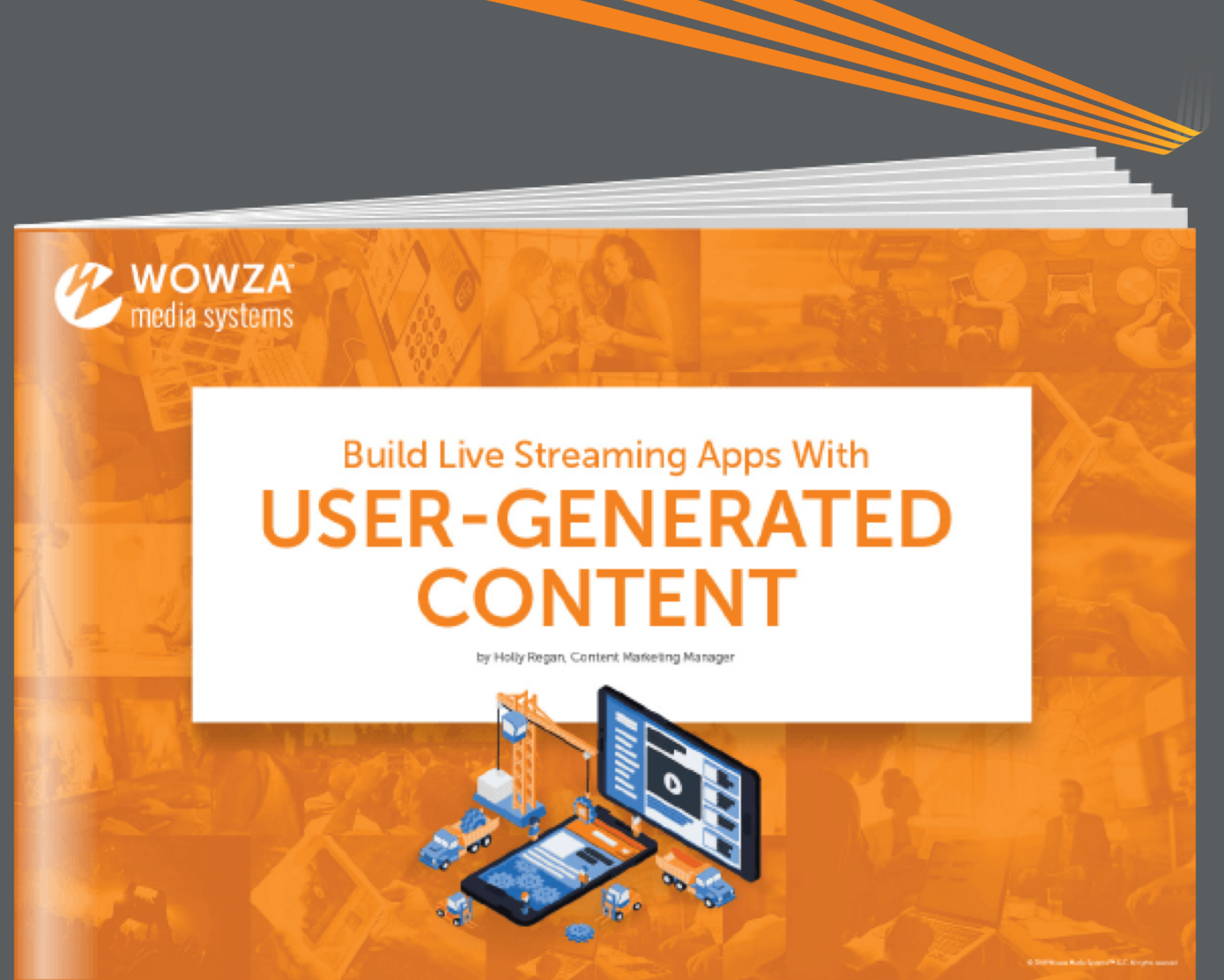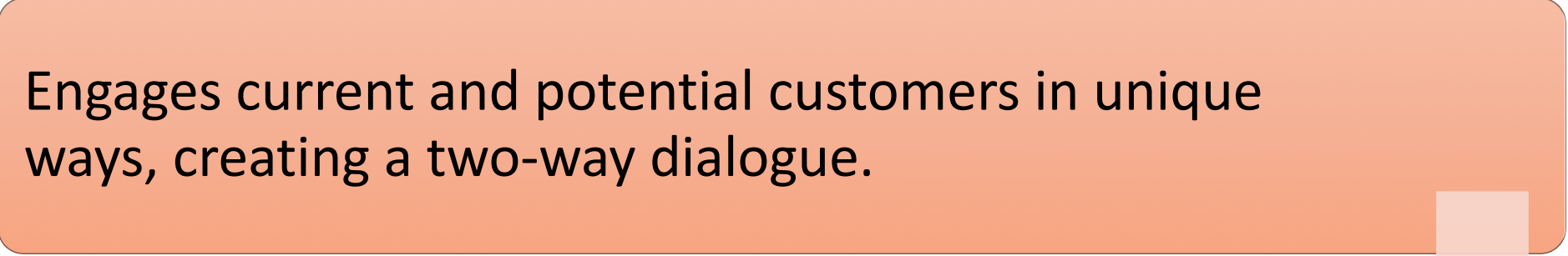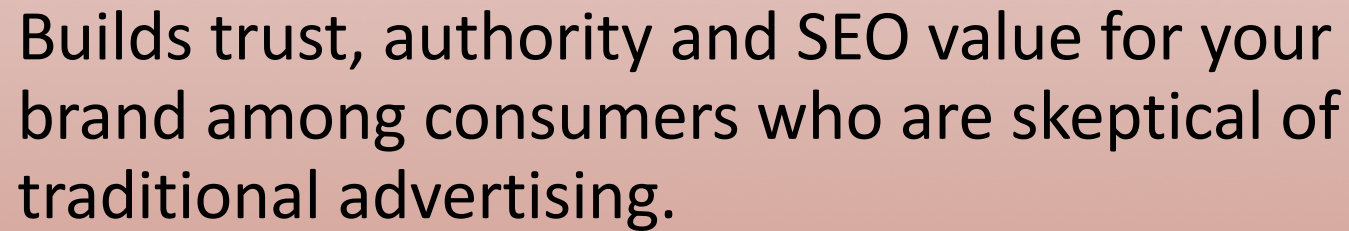
Video Rules UGC

- 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.

WOWZA
media systems

What Makes LiveUGC so valuable?
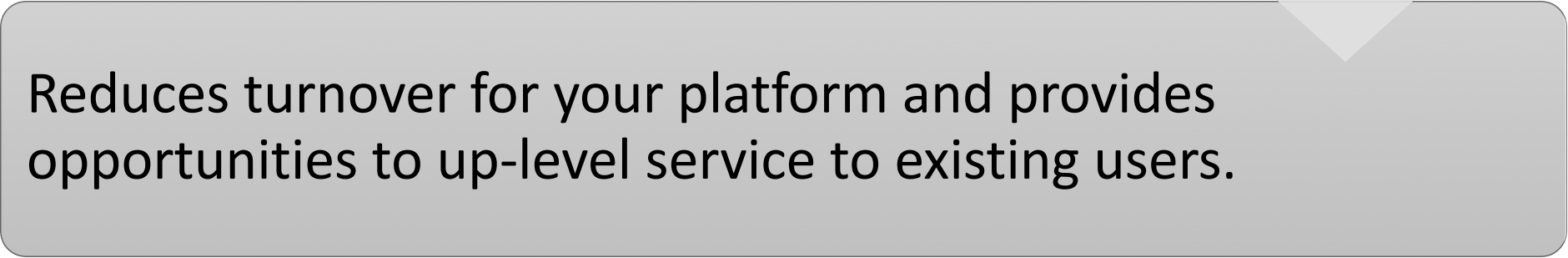
Engages current and potential customers in unique ways, creating a two-way dialogue.

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.

WOWZA
media systems

Motivations for LiveUGC

Reasons to Integrate LiveUGC in Company's Products or Services
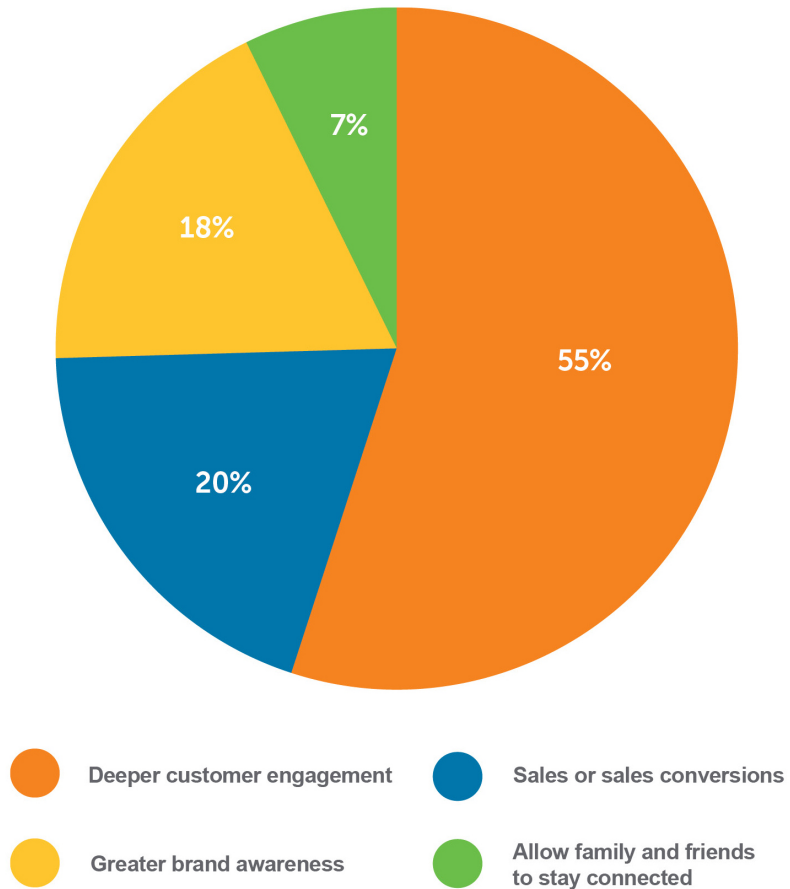
- 55%
- 20%
- 18%
- 7%

🟠 Deeper customer engagement

🔵 Sales or sales conversions

🟡 Greater brand awareness

🟢 Allow family and friends to stay connected

WOWZA
media systems
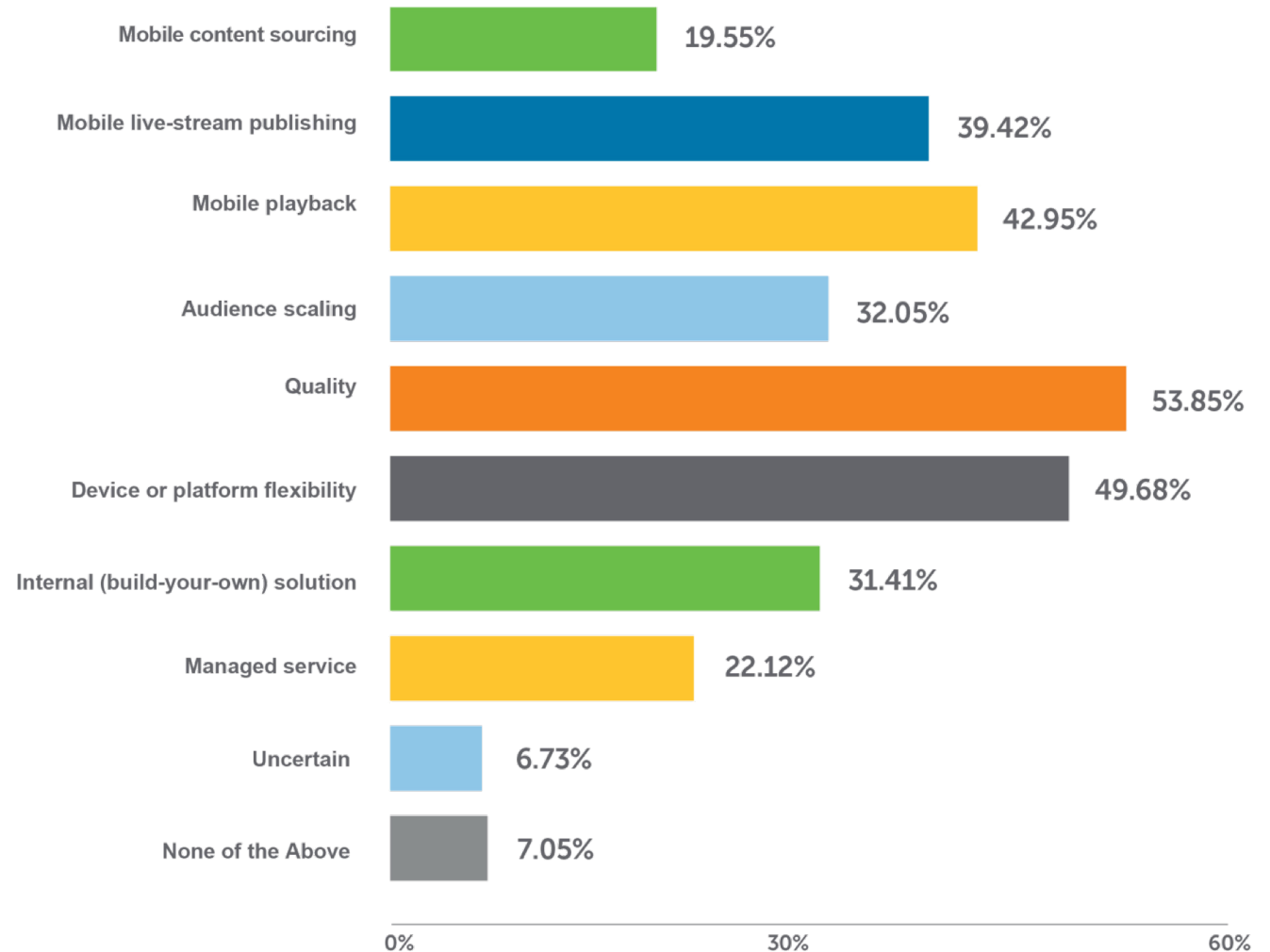
Mobile First – Maybe Only

Q Does your company currently incorporate user-generated content into any of the following?

Category	Percentage
Application (desktop)	32.37%
App (mobile)	36.22%
Service offering	30.45%
Hardware appliance	15.06%
Uncertain	6.73%
None of the above	23.72%
Other	5.77%
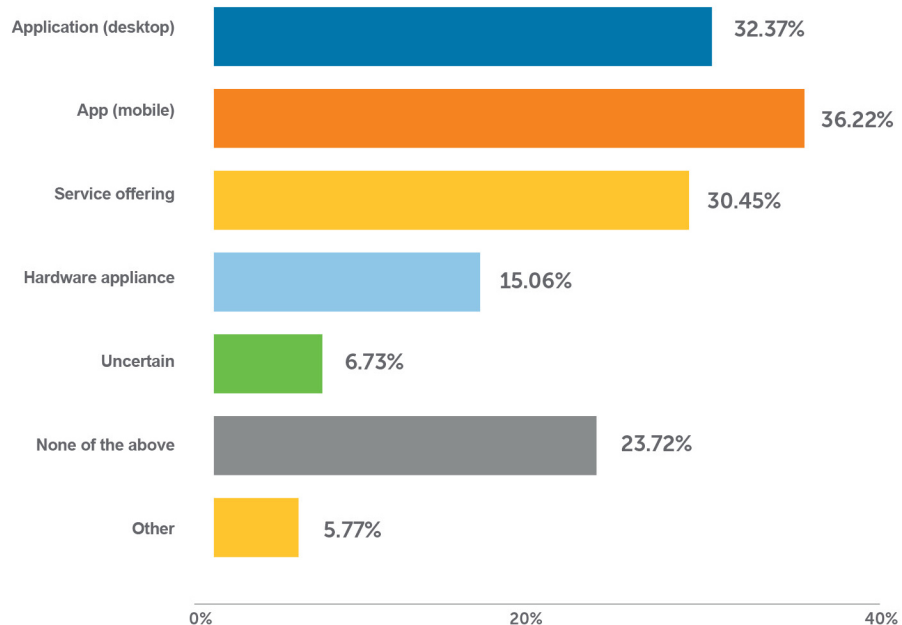
Q Into which of the following does your company include live user-generated content (LiveUGC) streaming capabilities?

Category	Percentage
Application (desktop)	35.90%
App (mobile)	44.55%
Service offering	33.65%
Hardware appliance	17.95%
Uncertain	19.55%
None of the above	12.18%
Other	2.88%
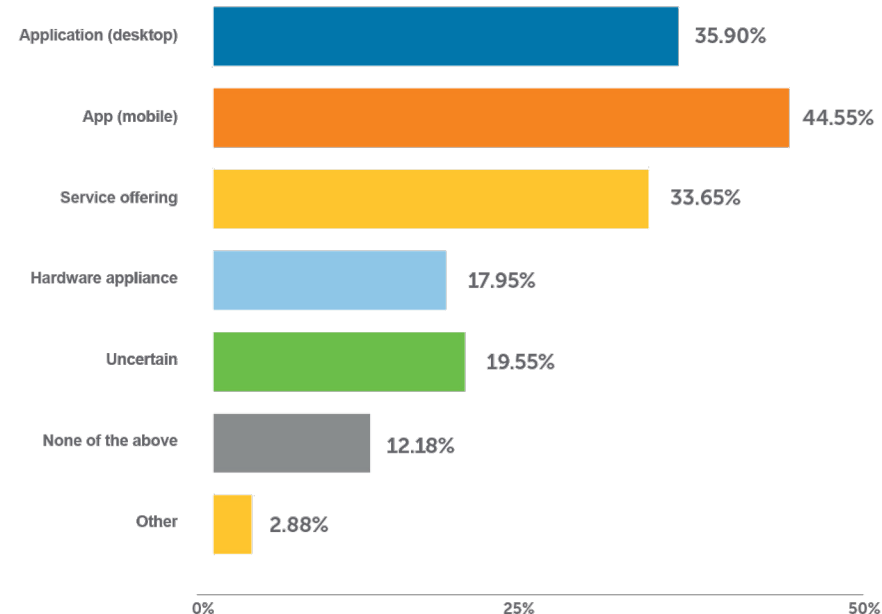
If your application falls within the realm of social, influencer marketing or live event broadcasting, including a mobile app in your offering is a must-have.

WOWZA
media systems

Plans for Incorporating LiveUGC

Q Over the next two years, into which of the following does your company plan to include LiveUGC capabilities?

- Application (desktop): 32.37%
- App (mobile): 36.22%
- Service offering: 30.45%
- Hardware appliance: 15.06%
- Uncertain: 6.73%
- None of the above: 23.72%
- Other: 5.77%
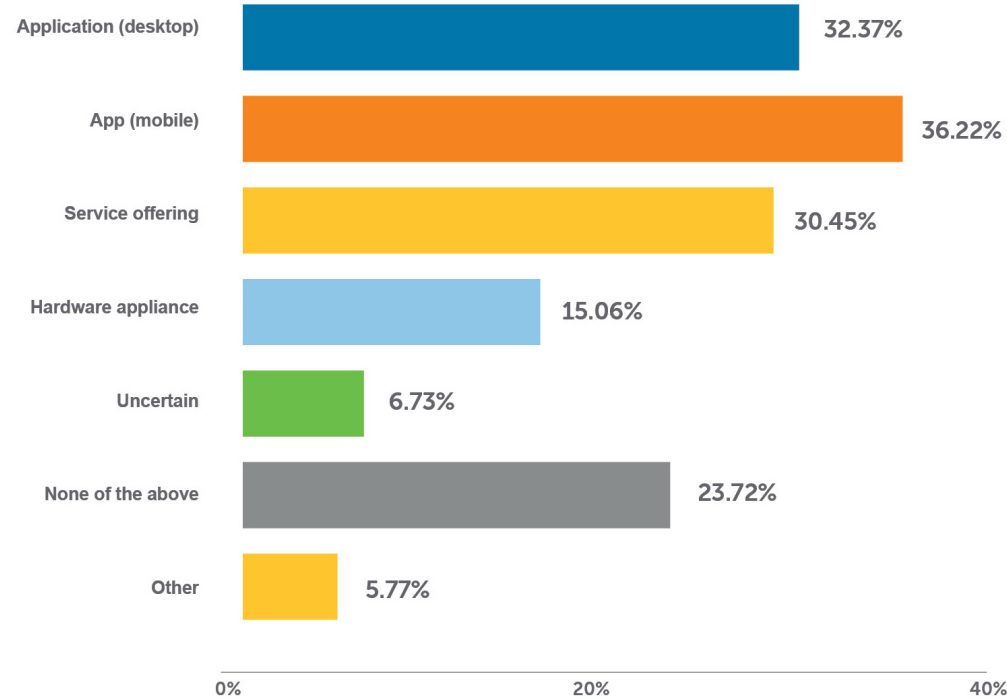
45 percent plan to incorporate mobile LiveUGC in the next two years

75 percent were **unsure of the tools available.**

WOWZA media systems

Basic Needs for LiveUGC Applications

- Global Delivery and Scalability
- Mobile capture and Playback
- Flexible, Cross-platform delivery

Input/Sources

IN	OUT
1 x 12G SDI	2 x HDMI
1 x HDMI 2.0a	RTMP to:
	Wowza Streaming Cloud
	Facebook Live

Wowza ClearCaster™

Wowza GoCoder™

Encoder

Camera

IP Camera

Audio

Video on Demand

SHOUTcast or Icecast

Output/Playback

IN	OUT
RTSP	Apple® HLS
RTMP	Adobe® HDS
WOWZ™	Adobe® RTMP
SRT Ready	CDN or p2p
	WOWZ™

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

WOWZA CDN™

IN	OUT	DELIVERY
RTSP/RTP	Apple® HLS	Origin
MPEG-TS	Adobe® HDS	Edge
RTMP	MPEG-DASH	CDN
Apple® HLS	Adobe® RTMP	p2p
WOWZ™	Multicast	
ICY	RTSP/RTP	
SRT Ready	WebRTC	
	Microsoft® Smooth	
	WOWZ™	

WOWZA PLAYER™

Facebook LIVE

YouTube

TV

Tablet

Computer

Gaming

Mobile

OTT

Wowza Streaming Engine™