

Slam Dunk! Stream Live Events Like a Pro



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telestream

Wednesday, May 7

10am PT/1pm ET

The webinar will start shortly

Presenters



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Product Manager
Telestream



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Wowza Media Systems

Telestream



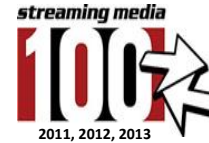
...at the heart of every digital media ecosystem...

- 95% of top broadcasters
- 80% of top Fortune 100 companies
- and... literally millions of consumers

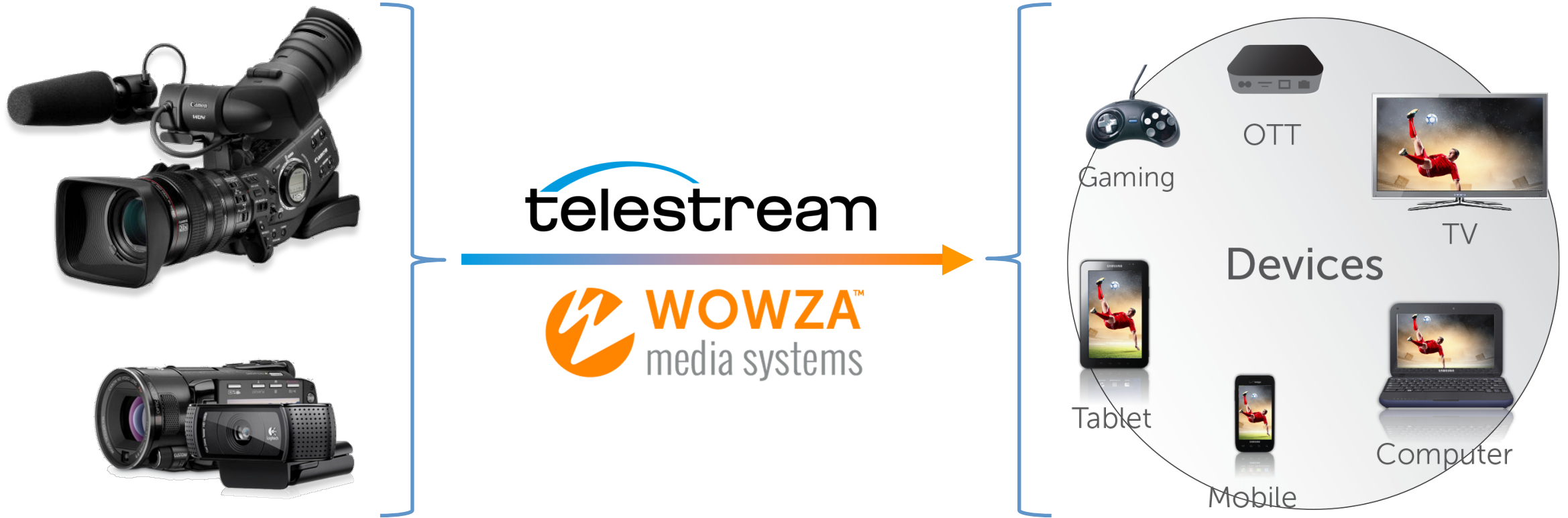


Wowza Media Systems

- Simplifying the complexities of video and audio streaming
- In business since 2005
- Customers in 150+ countries
- Wowza Streaming Engine: award-winning software



Simplifying Live Streaming



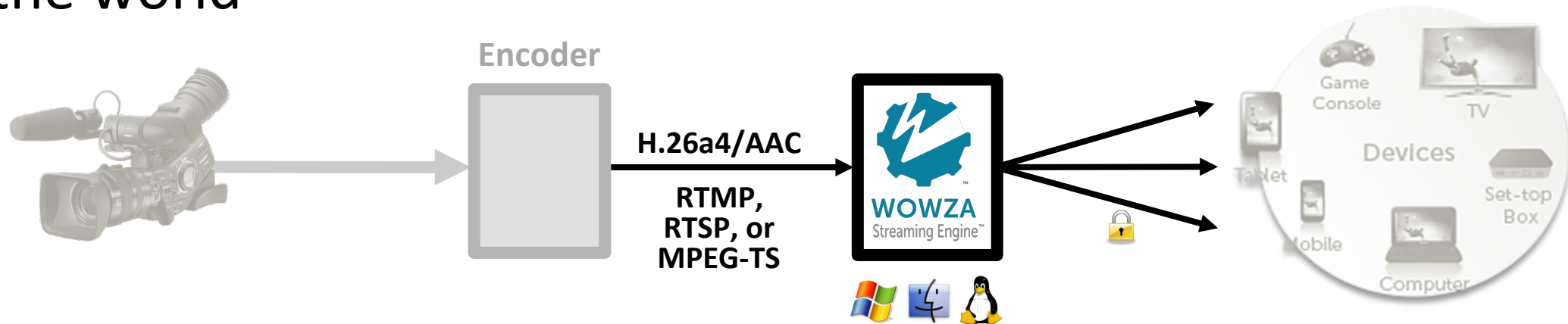
What can I do with Wirecast?

- Produce professional-looking live webcasts easily
- Unlimited number of input devices
 - Stream multiple live cameras, dynamically mix in other media
 - Broadcast your desktop or bring in another desktop with Desktop Presenter, a free download
- State-of-the-art encoding
- Extended Pro production capabilities
- Cross-platform installation

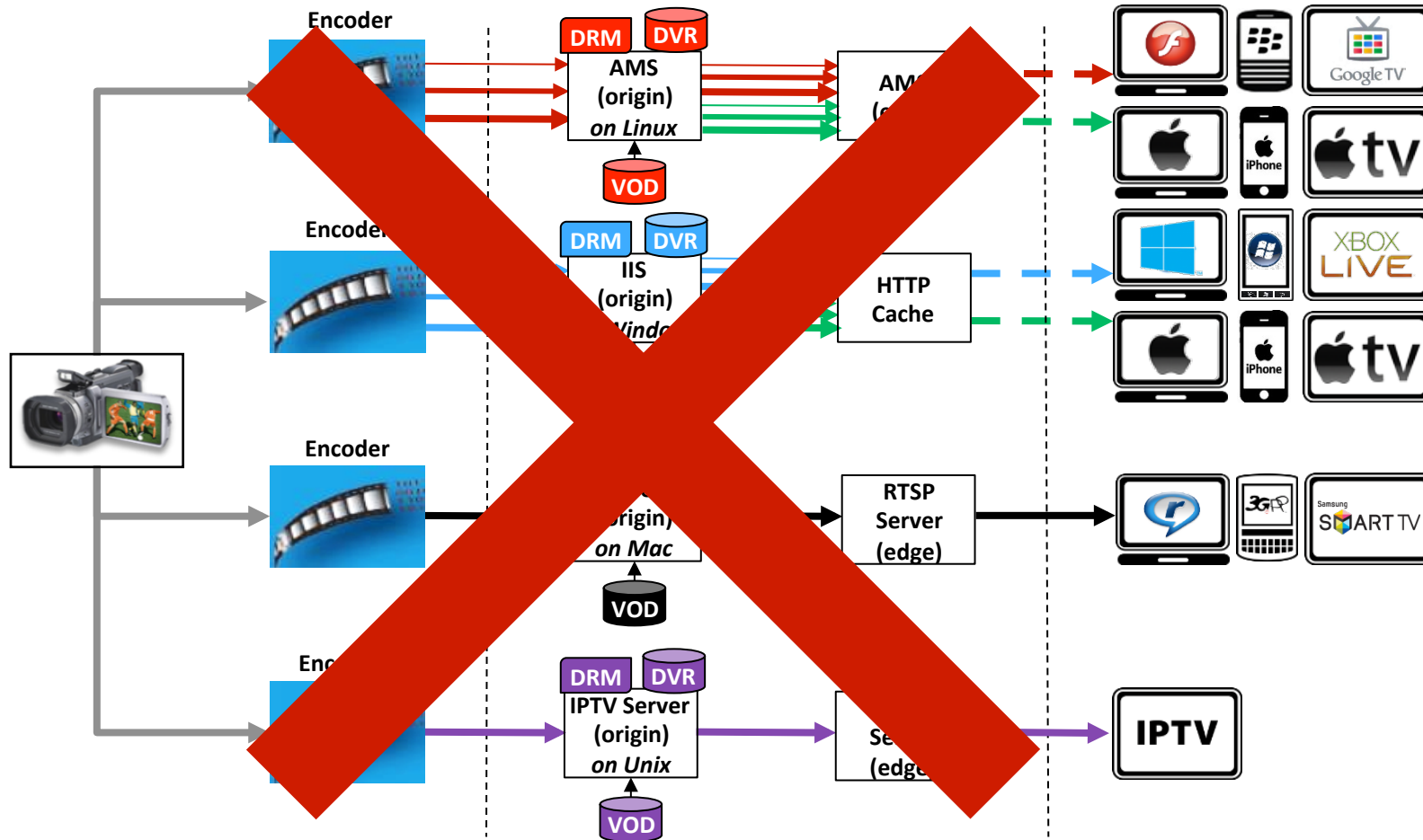


What can I do with Wowza Streaming Engine?

- Run it on Win/Mac/Linux, on-premises or in the cloud
- Receive a live stream from an encoder or IP Camera
- Convert the stream into multiple streaming formats
- Protect and deliver the stream, inside the firewall and around the world



Common Multi-Format Workflow



Live Streaming Workflow, Step-by-Step

1. Capture

- Capture live events using a video camera, mobile phone, or tablet
- Choose from a wide range of options, depending on needs, budget, and quality required



Camera



2. Encode

- **Ingest** and encode from sources/audio, cameras, capture cards, web streams, pre-recorded media, etc.
- **Create** production by setting up shots, transitions and effects
- **Encode/compress** raw audio and video for efficient network transmission
- **Transmit** content to Wowza Streaming Engine

Selected Input Protocol:
>> RTMP



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

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

Deploy



Cloud



Your Server

5. Enable Consumption

Choose A Player



Supported Output Formats:

- » Apple® HLS
- » MPEG- DASH
- » Adobe® HDS
- » Microsoft® Smooth Streaming
- » RTSP/RTP
- » Multicast
- » RTMP

Consume

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



Case Study: High School Cube

- The place to watch, share and broadcast high school events in HD, LIVE and FREE
- Started in 2012
- > 4,400 high schools streaming ~20,000 live events per year



<http://www.highschoolcube.com/>

Wirecast 5 and Wowza Streaming Engine

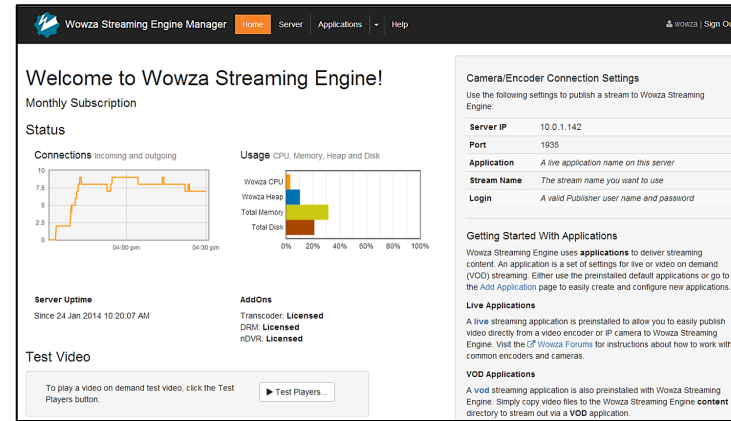
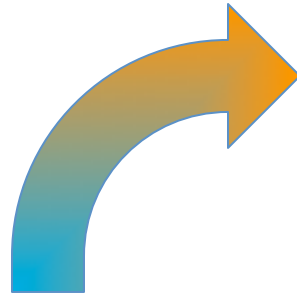
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Summary: Wirecast + Wowza Streaming Engine



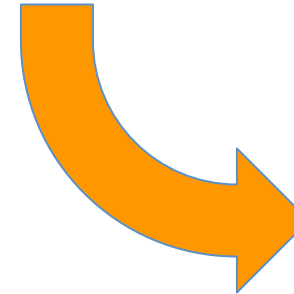
Plug in your cameras



Deliver with Wowza



Prepare your shots



View anywhere



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 **Telestream2014** (*code expires December 31, 2014*)
- Get started with Telestream Wirecast at www.telestream.net
 - **10% off** new purchases of **Telestream Wirecast Studio** or **Pro**
 - Use coupon code **MKWOWZA10** (*code expires June 30, 2014*)



Wirecast 5 & Wowza Streaming Engine

QUESTIONS?



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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...

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Wowza	www.wowza.com/support	sales@wowza.com
Telestream	www.telestream.net/support	sales@telestream.net

