



Stream Live Concerts with Wowza Streaming Engine on Rackspace Cloud

The webinar will begin shortly.

Wednesday, June 4, 11 AM PT

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Presenters



Fran Loehmann
Solutions Architect
Rackspace



Casey Charvet
Technical Director, TourGigs
Founder, Gigcasters



Chris Knowlton
VP and Streaming
Industry Evangelist
Wowza Media Systems

TourGigs

- In-house production and distribution company
- Live-stream concerts in HD over the Internet
- Produces professionally mastered concert films
- Live streaming and PPV transactions
- Gigcasters utilizes Rackspace's infrastructure.

TourGigs



Rackspace

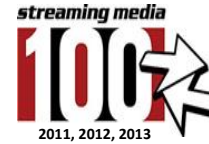
Hundreds of thousands of businesses trust Rackspace, the open cloud company. Get cloud, managed and hybrid hosting all backed by Fanatical Support.

- We'll run your cloud ops for you
- We're there when you need us
- DevOps automates your infrastructure



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

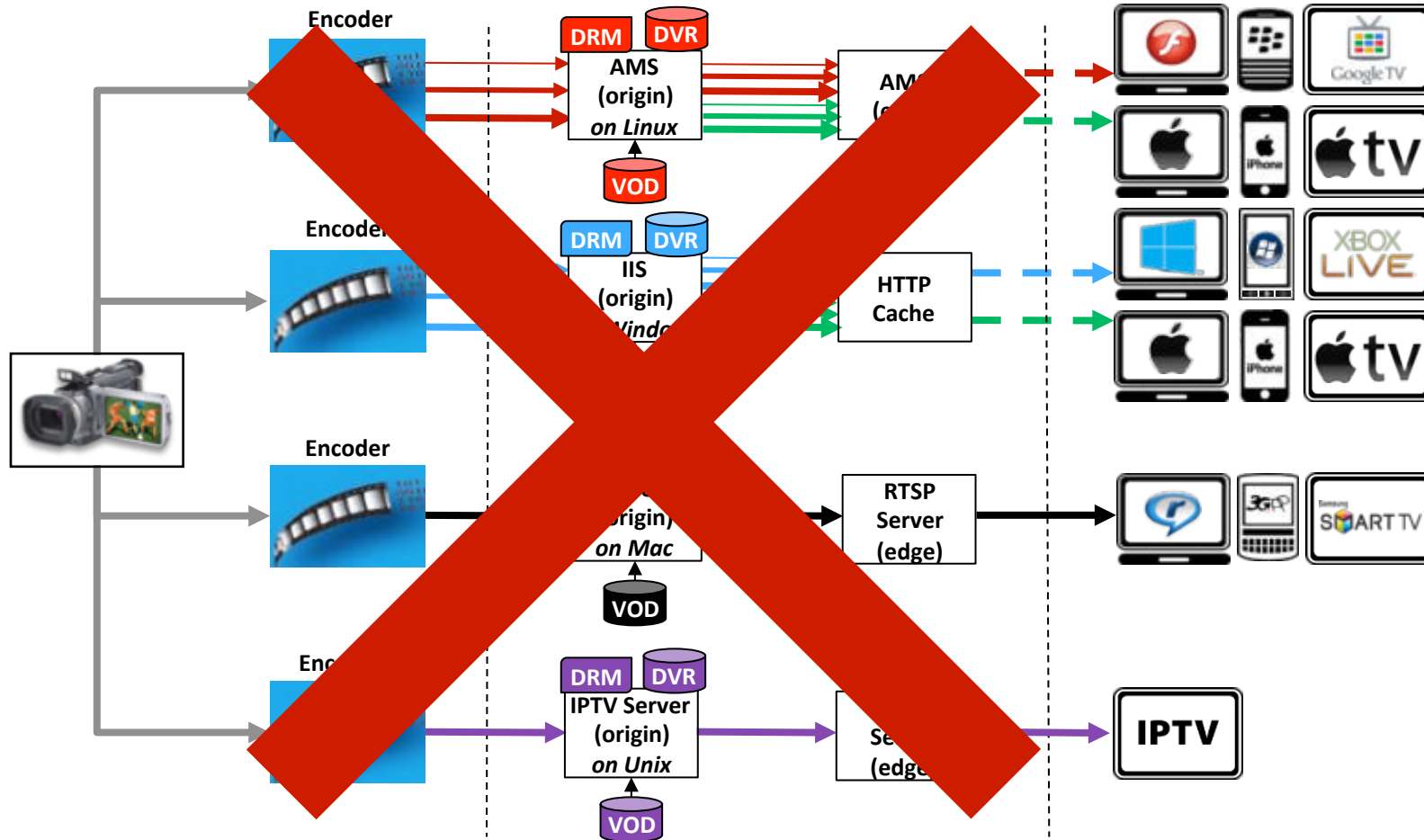


Challenges of Live Concert Venues

- Mobile Workflow
- Limited upstream bandwidth & poor network configurations
- Highly variable environment (amphitheater, club, field, cruise ship)
- Harsh environmental conditions

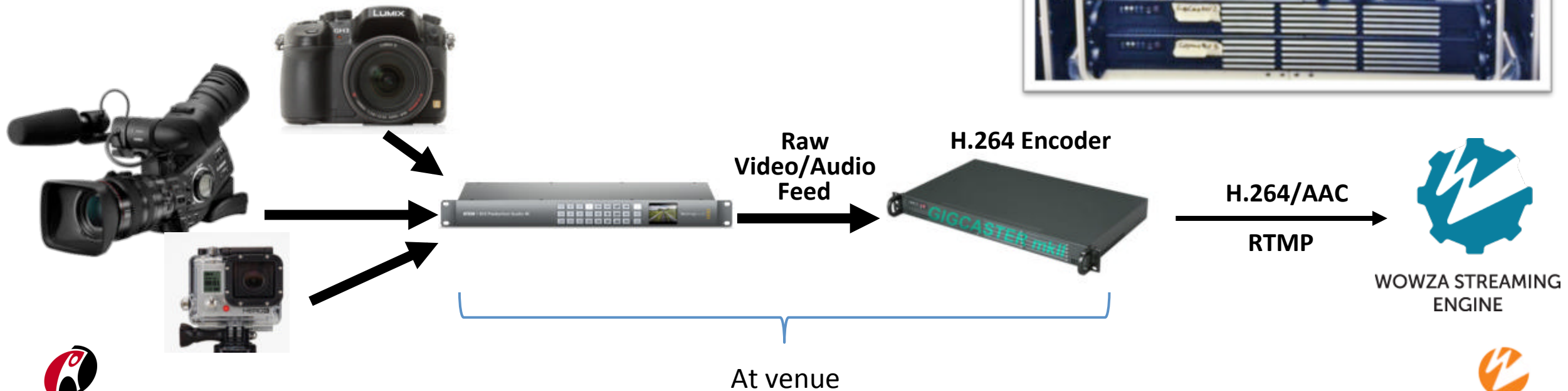


Common Multi-Format Workflow



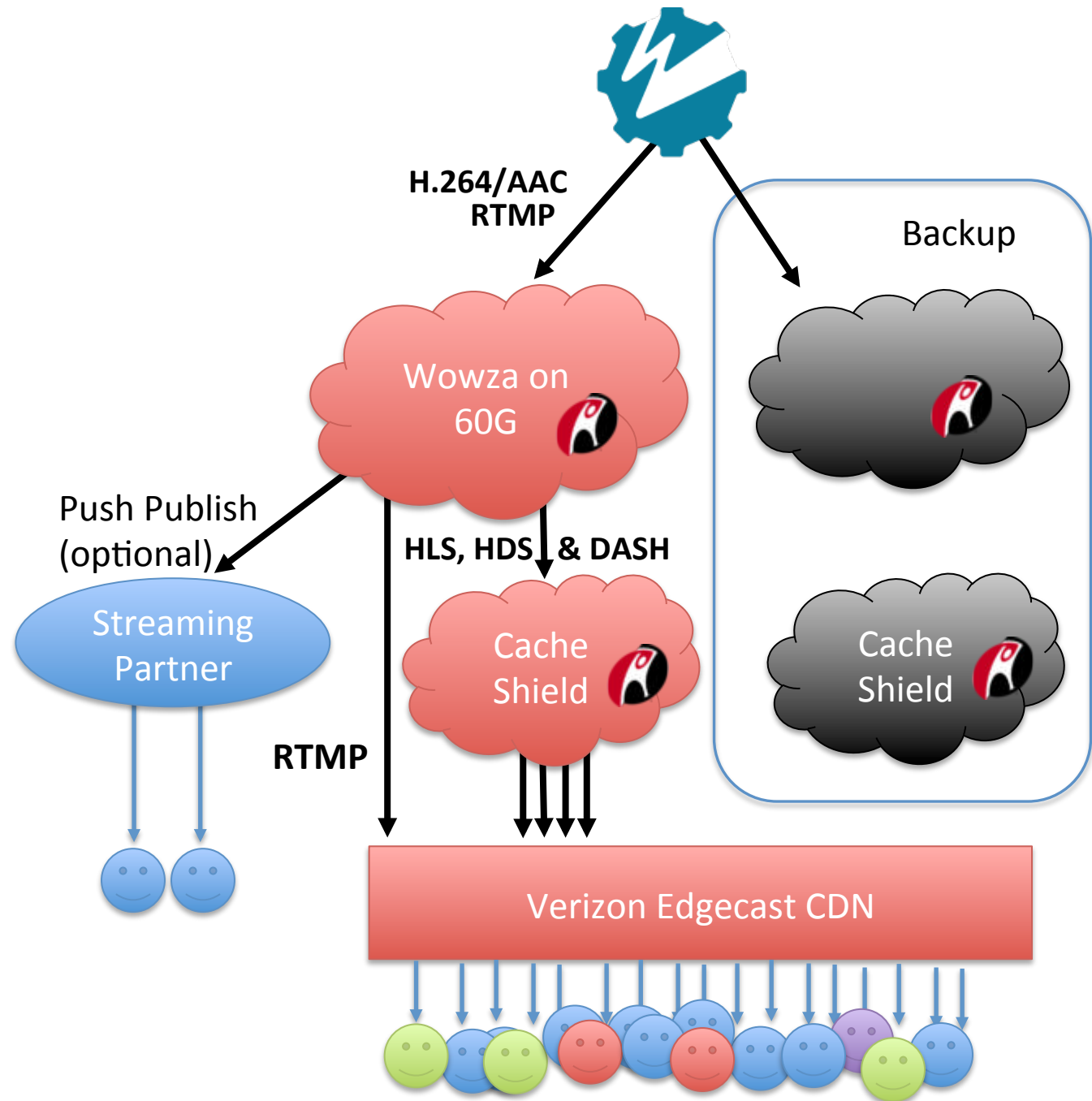
TourGigs Workflow

- Direct and switch multiple (8+) HD camera feeds
- Encode a single, high quality stream of the program feed at the venue to minimize on-site hardware requirements.
- Perform transcoding, transrating, packetizing & distribution to multiple platforms offsite at cloud or data center.



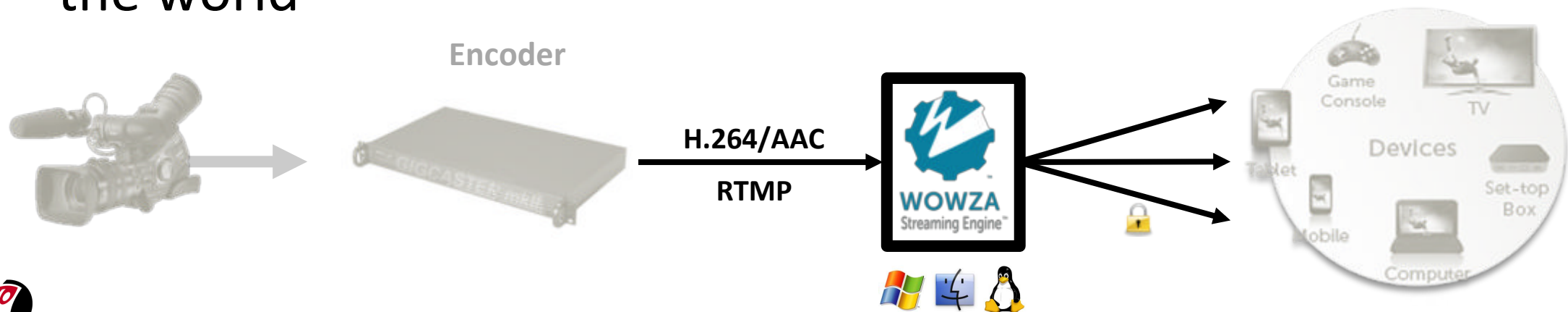
Rackspace Workflow

- Spin up servers for an event
 - 60G (16 processors) performance server (+backup) for Transcoder & Wowza Streaming Engine
 - Varnish Caching
 - Origin/Edge (CDN Edgecast)
- Rackspace Performance Cloud Servers
 - Wowza Streaming Engine & Transcoder Requirements
 - Handle the process- and hardware-intensive task of transcoding hours of HD quality video in real time
 - Cost savings
 - Ease of use



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



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

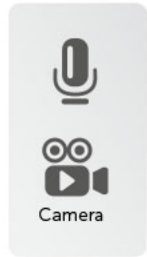


TourGigs



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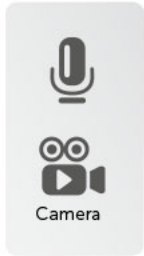
Input Protocol:
» RTMP

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

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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



Cloud



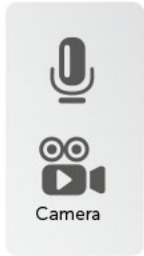
Your Server

Deploy



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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



Your Server

Deploy

Supported Output Formats:

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



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Cloud



Your Server

Deploy

5. Enable Consumption



Choose Any Player

- Select and customize your player. Wowza Streaming Engine seamlessly integrates with all leading players and can provide player recommendations

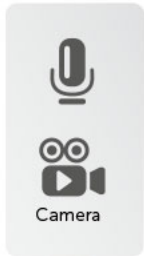
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Consume

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



Game Console



TV



Tablet



Mobile



Computer

Devices



Set-top Box



TourGigs Delivery and Players

- Live Shows with 10,000+ paying viewers
- Custom Players (Flash & HTML5)
- Connected TV and Over-the-Top channels
- Chat for a 2nd screen experience
- Edge delivery by Verizon Edgecast for scalability.

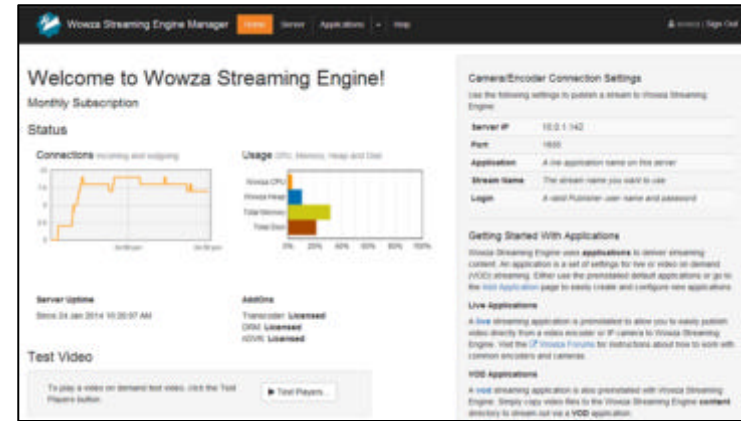
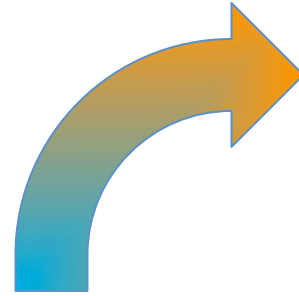


www.tourgigs.com

Summary: Rackspace + Wowza Streaming Engine



Produce and encode your shots



Transcode with Wowza



**Deliver to Rackspace
Performance Cloud Servers**



View anywhere

Future Workflow

- How is TourGigs upgrading their production pipeline to gear up for 4K and HEVC?
- How is Wowza supporting HEVC and 4k with the Wowza Streaming Engine and Transcoder Add-On?
- How have TourGigs' transcoding needs been met by Rackspace Public Cloud servers?

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 **Rackspace2014** (*code expires December 31, 2014*)
- Get started with Rackspace Cloud at www.rackspace.com/cloud/
 - Performance Cloud Servers are on-demand virtual machines engineered to deliver performance and reliability.

Rackspace, TourGigs & Wowza Streaming Engine

QUESTIONS?

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Final Thoughts

- Register for our upcoming Wowza Transcoder AddOn webinar: <http://info.wowza.com/transcoder-webinar-june-14>
- 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
Rackspace	www.rackspace.com/support	marketplace@rackspace.com
Tourgigs	www.tourgigs.com	casey@tourgigs.com



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