

Why quality streaming matters... also on unreasonably low bitrates

Insights and perspectives from a new streaming technology service provider



Live streaming

Live streaming is not for the faint of heart. There is no margin for error. When a glitch happens anywhere in the live chain from capture and backhaul, to the encoding and packaging, to the caching and delivery at the mobile, there is no “do over”.

Quality **live** streaming....

- Razor sharp encoding
- Clear sound
- Stable and high visual clarity delivered to the consumer
- High stable performance with fast start-up time, minimum stalls and buffering

When every pixel
has to be perfect

- Quality matters



A short mediathand intro



Who is mediathand?

A Nordic technology company setting higher and smarter standards within encoding, streaming and media delivery to mobile devices and flat screens.

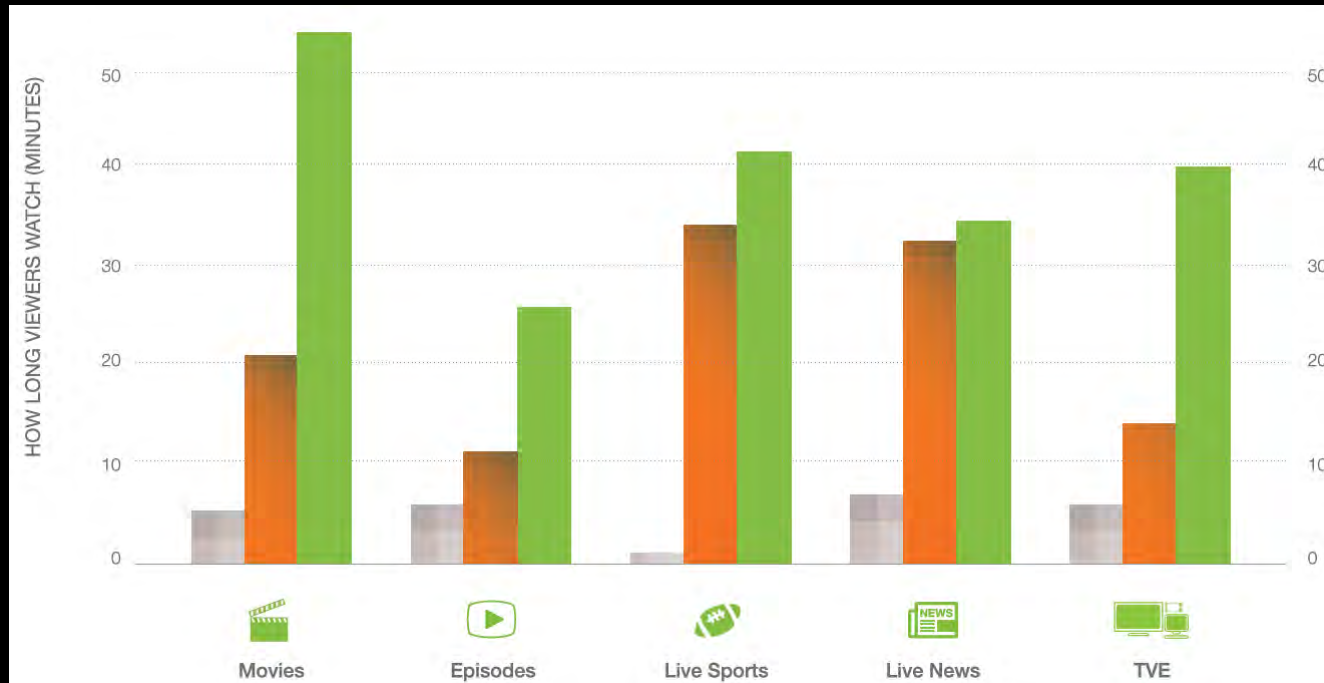


Why quality live streaming matters

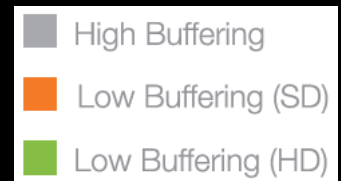
It's good business:

- Consumers want it
- Consumers pay for it
- Consumers become more loyal to it

How quality impacts engagement



Long form
video data

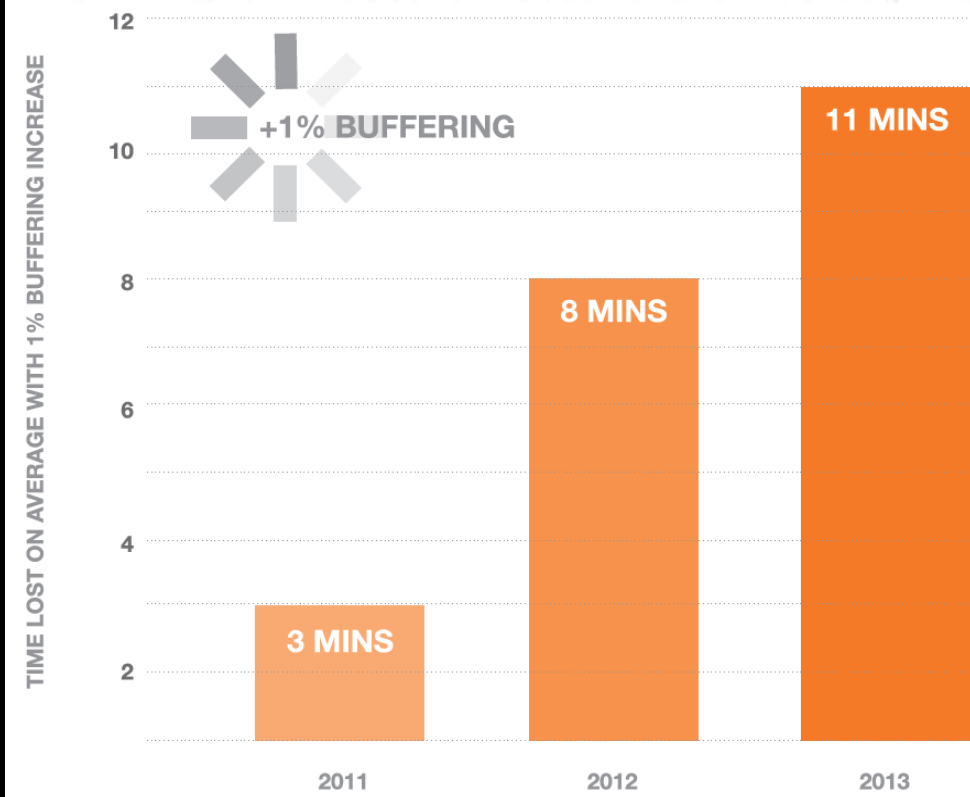


Source: Convida 2014

High quality = higher engagement
Low quality = low engagement
High buffering in live sport is critical!

Buffering is money lost

The Amount of Time Lost on Average with an Increase of 1% Buffering



Source: Conviva 2014

Viewers quality performance expectations increases.

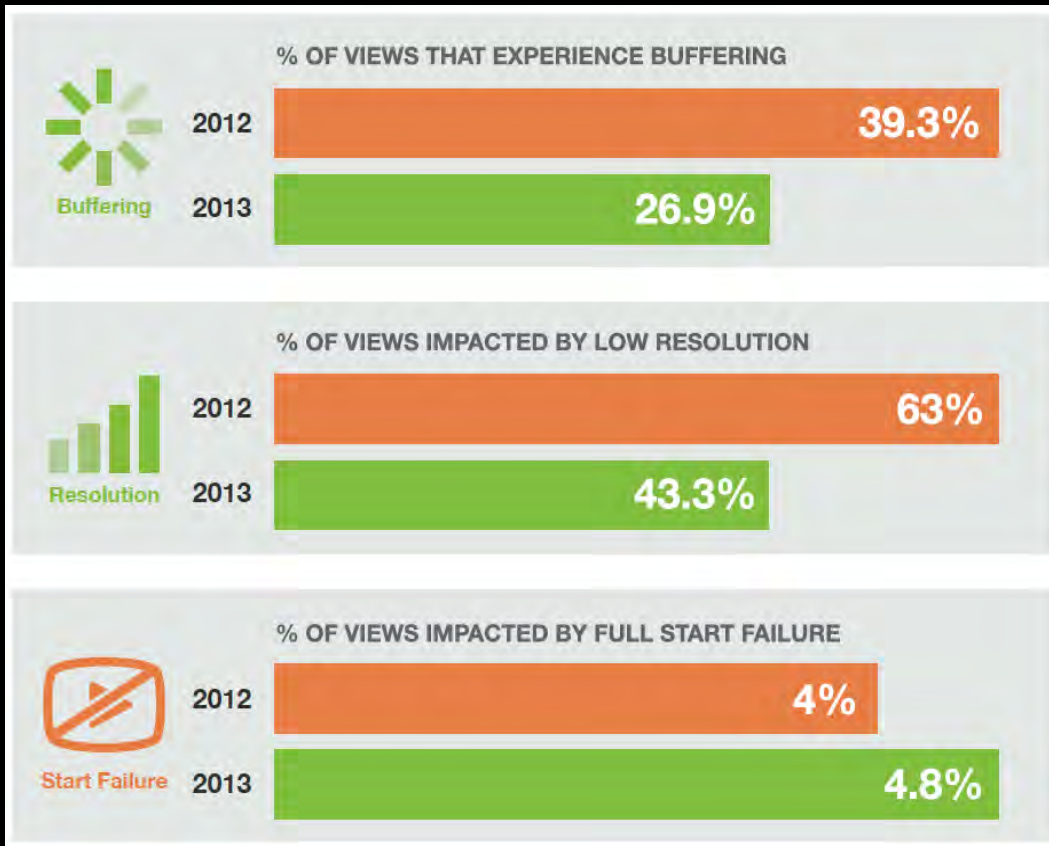
When viewers experience 1% increase in buffering viewers watched 11 minutes less (2013).

Every viewer lost is revenue lost and damage of your image.

Still room for improvements...

Many consumers still experience problems with buffering, low quality and start up failure.

When consumers (very high) expectations is not meet there is always a high risk for long term loss of revenue and profit from this consumer, and this consumers friends.



Source: Convida 2014

Streaming quality dilemma

- Dilemma
 - increase bitrate = increase quality
 - increase quality = increase quality problems
- No quick fix
 - Internet bandwidth
 - X.265 Codec not ready yet
- Smarter streaming
 - From capturing to delivery....

Quality matters

Screen dump from a live streaming
– a colleague versus mediathand

Quality Comparison – **Colleague** iPad Stream

Luk DR1 - Luksuskrejlerne

Program slutter kl. 12:00



Same stream by **mediathand** (min. 30% lower bitrate)



Live streaming demo

[Live streaming ARD HD](#)

Media**h**and, bitrate and quality

- effective encoding
 - live streaming with 30-50% lower bitrate
 - 50-70% reduction in storage need
- effective streaming delivery
 - Android bugs is fixed to deliver iOS streaming experiences on Android devices

mediathand streaming service

- a semi- or fully hosted, end2end, modular, streaming service based on market leading industry standards
- seamless low-risk **fast track** to market

Complete hosted, turnkey, end2end, OTT TV service a la Netflix – but with live, catch-up and on-demand streaming + more...

Watz me now

Sådan virker Watz Me Now Om produktet Kundeservice

LOG IND

BESTIL

WATZ ME NOW ER NOMMERET TIL ÅRETS APP HELLO 2014

SE TV HVOR DU VIL
OG NÅR DU VIL

for kun 90,- om måneden.

Der er ingen binding, ingen oprettelsesafgift og ingen gebyrer

PRØV GRATIS [læs mere](#)

Lær mere - Se vores video

TV COMPUTER TABLET MOBIL

SPØRG OS

WatzMeNow has become the highest rated live TV service in Denmark in only 6 months on trustpilot even if they only have a limited TV offering

Professional event streaming service



Interactive live streaming, synchronization of power point slides and video and audio, catch-up and on-demand also fully synchronized and inclusive. Support for fast forward/fast backward and pause, also in live streams. All streaming up to up to HD quality. Sharing of videos from the start or from a specific point in the presentation. Sharing and downloading of presentations. More features included and more to come

the end

thank you!

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