5 Tips for Live Streaming Success
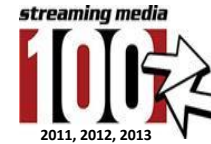## and Common Mistakes to Avoid

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Wowza Media Systems

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

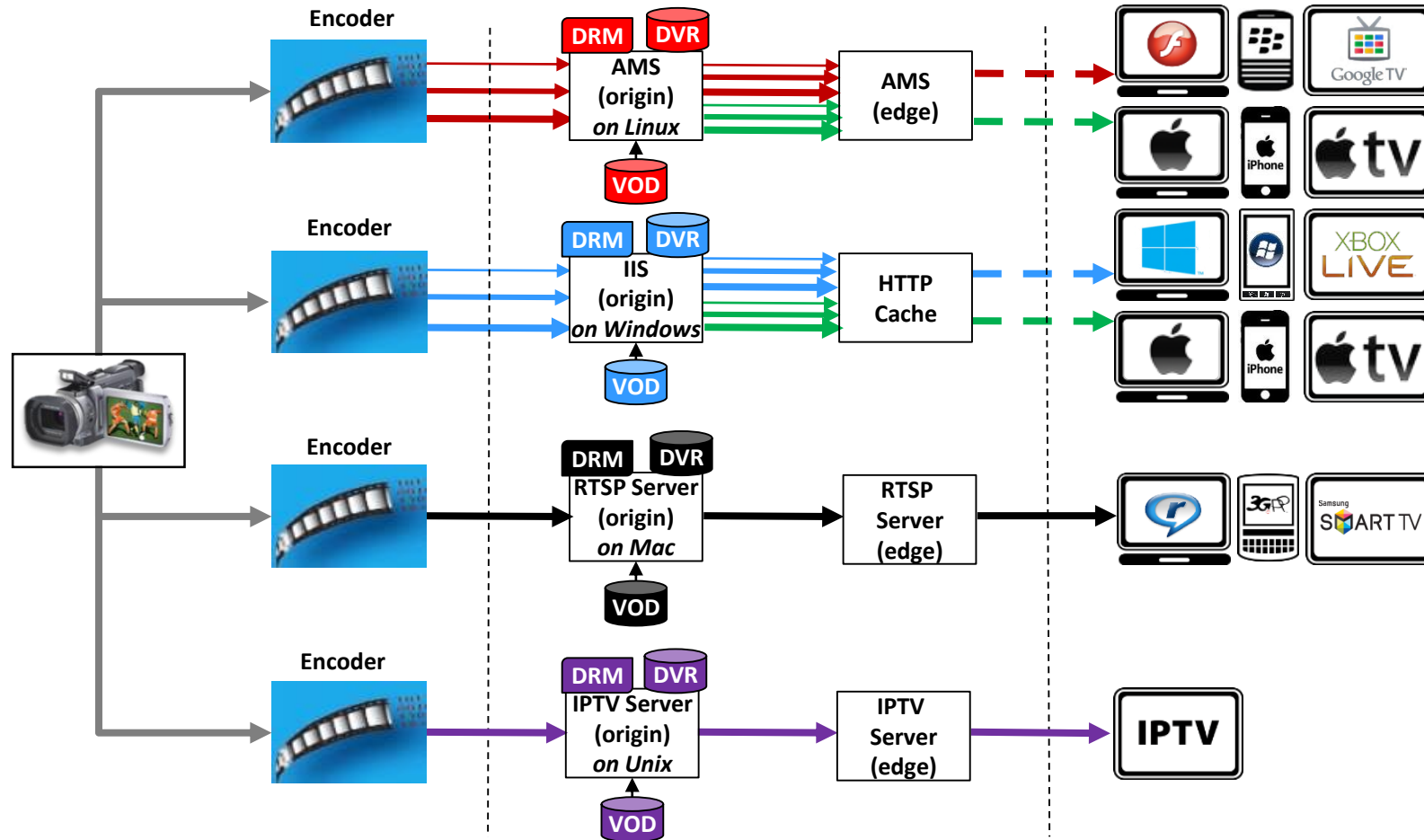# Simplifying Multi-Screen Delivery

Desktop/Laptop

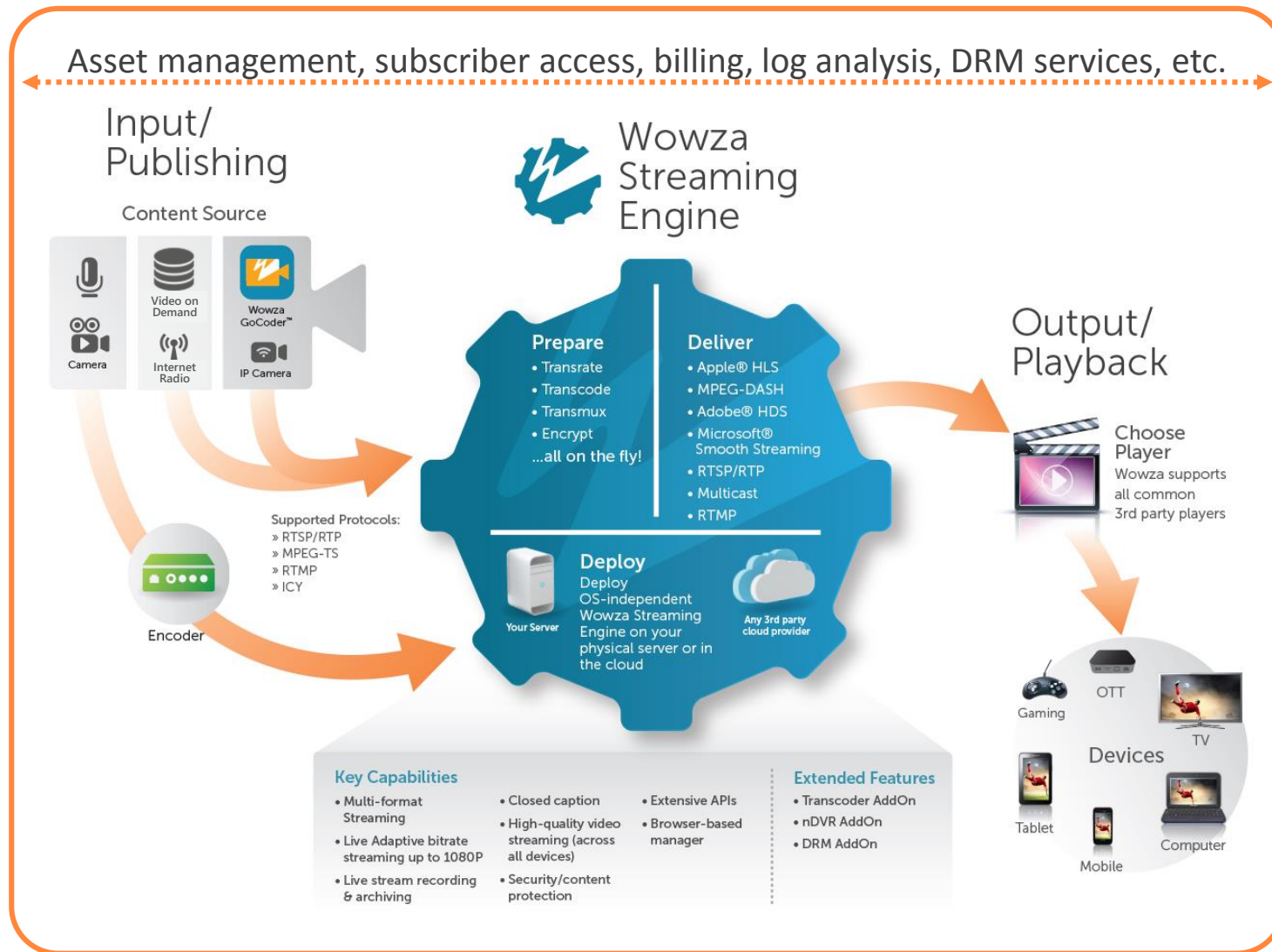**Living Room**

Smartphone/Tablet

Common Multi-Format Workflow

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Simply Powerful Streaming™

Tip #1 – Give Yourself Time

- Streaming video is not inherently easy

- Like a distance race – pace yourself

- A little reading goes a long way... we recommend the Quick Start Guide at www.wowza.com/quickstart

QUICK START GUIDE ✎

This tutorial will help you to get started using the Wowza Streaming Engine™ 4.0.1 software.

Contents

Introduction

Installation and configuration
Install Java
Install Wowza Streaming Engine
Starting (and stopping) the software
  Start (and stop) Wowza Streaming Engine
  Verify that Wowza Streaming Engine is running
  Start (and stop) Wowza Streaming Engine Manager
Whitelist remote browser clients
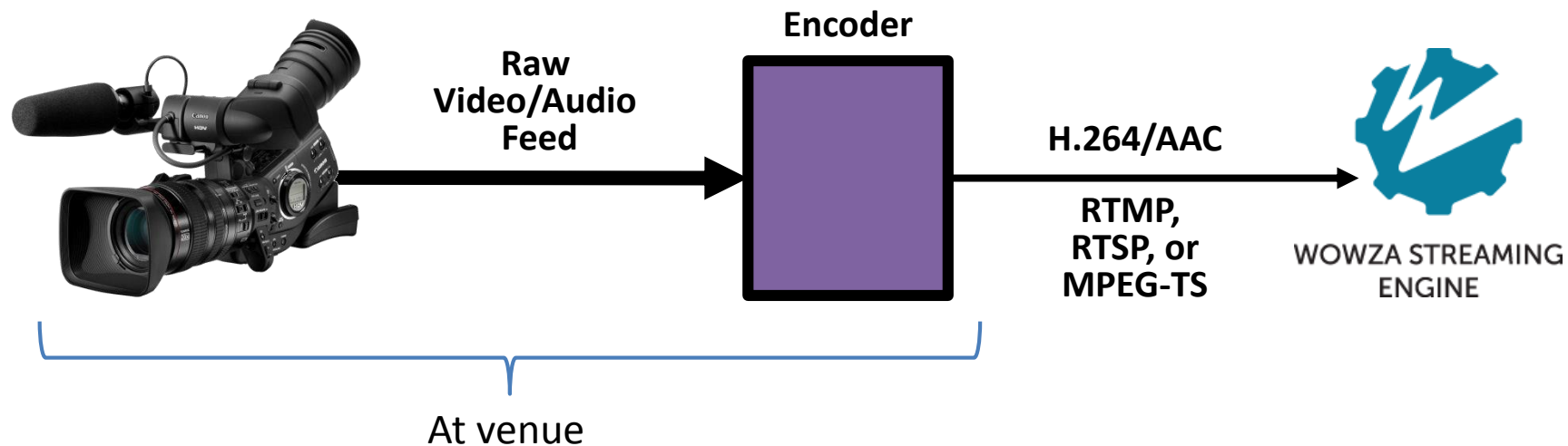Perform a quick streaming test

Administration
About Wowza Streaming Engine Manager
Managing Sign-In credentials
Creating applications
Configuring properties
Configuring modules
Configuring server listeners
Configuring streaming ports
Adding new license keys
Performance tuning
Logging
Installing example applications
Getting help

Streaming concepts
Streaming protocols
  Adobe HDS (Adobe Flash Player)
  Apple HLS (iPhone, iPad, iPod touch, QuickTime, and more)
  Microsoft Smooth Streaming (Microsoft Silverlight and more)
  MPEG-DASH streaming (DASH clients)
  Adobe RTMP (Adobe Flash Player)
  RTSP/RTP (QuickTime, VLC, 3GPP devices, set-top boxes, and more)
Supported media file formats
Content storage

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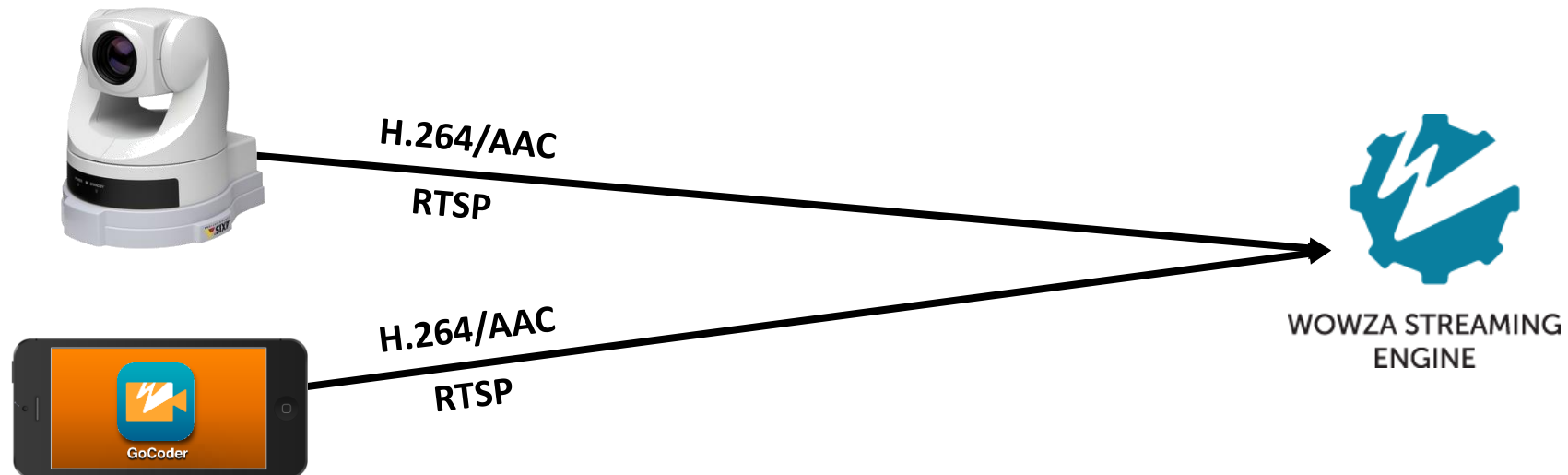# Tip #2 – Simplify the Encoding Workflow

- Encode content into H.264/AAC at the venue
  - Encoding appliance
  - Camera-top encoder
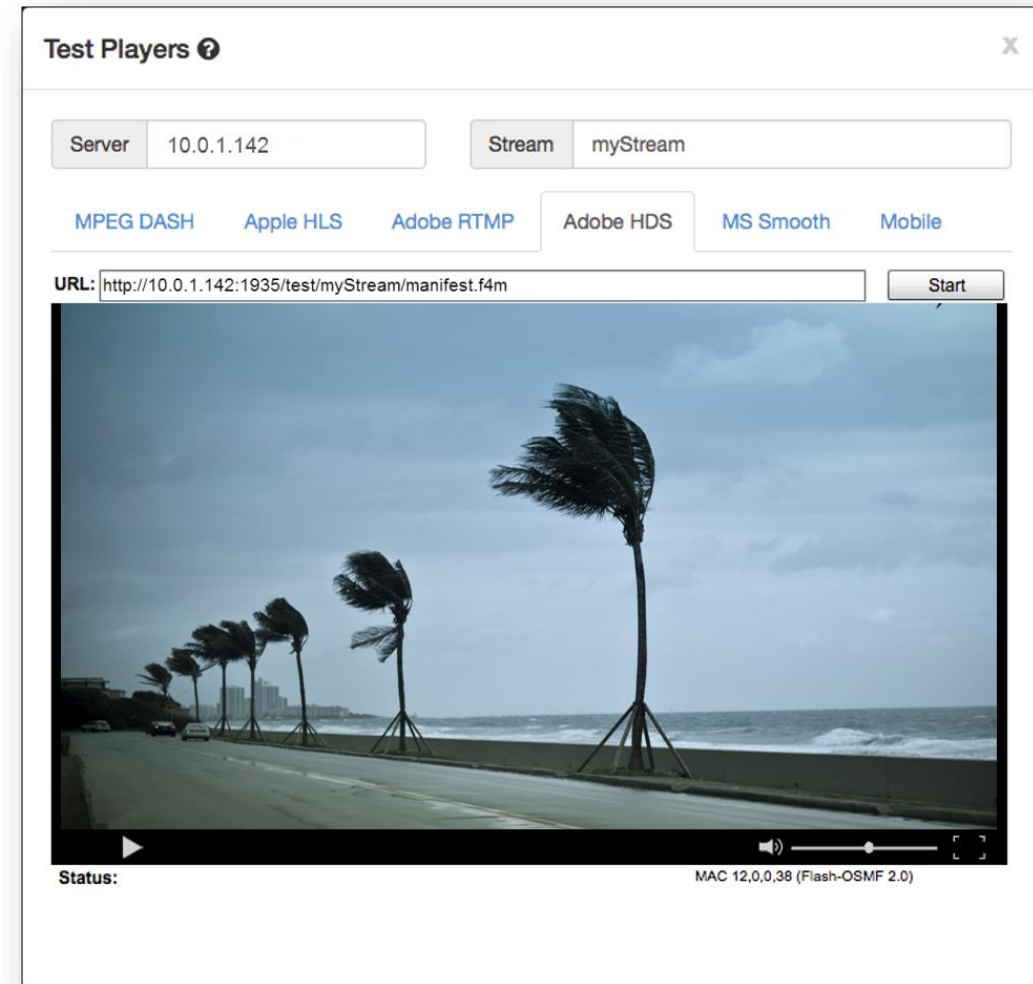 - Encoding software

Tip #2 – Simplify the Encoding Workflow

- Further simplify the on-site workflow by combining capture + encoding with an IP camera
  - Pan-Tilt-Zoom (PTZ) camera allows remote control
  - Wowza GoCoder is simple, portable, cost-effective

Tip #3 – Start Simply with Players

- Built-in test players
- Online player configurators
- Hybrid players
  - JWPlayer
  - Flowplayer
  - others
- Article:
  http://bit.ly/choose-player

Tip #4 – Plan for Scalability

- Tune for production
- Choose a subscription model
- Inside an enterprise, use multicast
- Outside the firewall, consider using HTTP
- Deliver from the cloud – private or public
- To reach Android and feature phones, use RTSP

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Tip #5 – Don't be Afraid to Ask

- Forums
  - http://forums.streamingmedia.com/
  - http://stackoverflow.com/
  - http://www.wowza.com/forums/
    - Forums
    - Articles
    - Consultants
- Support team: support@wowza.com

New: Wowza Streaming Engine

- Enhanced User Experience
- Content Format Expansion
- Performance Acceleration

Setting up a Live Stream using Wowza Streaming Engine 4.0

DEMO

Common Pitfalls to Avoid

- Overloading server hardware
- Inadequate player and network testing
- Not planning for viral spikes
- Getting stuck with outdated technologies

Summary – 5 Tips for Live Streaming

1. Give Yourself Time

2. Simplify the Encoding Workflow

3. Start Simply with Players

4. Plan for Scalability

5. Don't be Afraid to Ask

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Next Steps

- Download Wowza GoCoder from the App Store
- Download a trial of Wowza Streaming Engine from www.wowza.com
- Read the how-to docs and get assistance at www.wowza.com/forums

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QUESTIONS?

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