



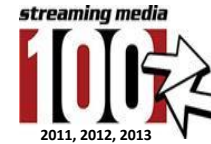
5 Tips for Live Streaming Success and Common Mistakes to Avoid

March 2014

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VP and Streaming Industry Evangelist
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



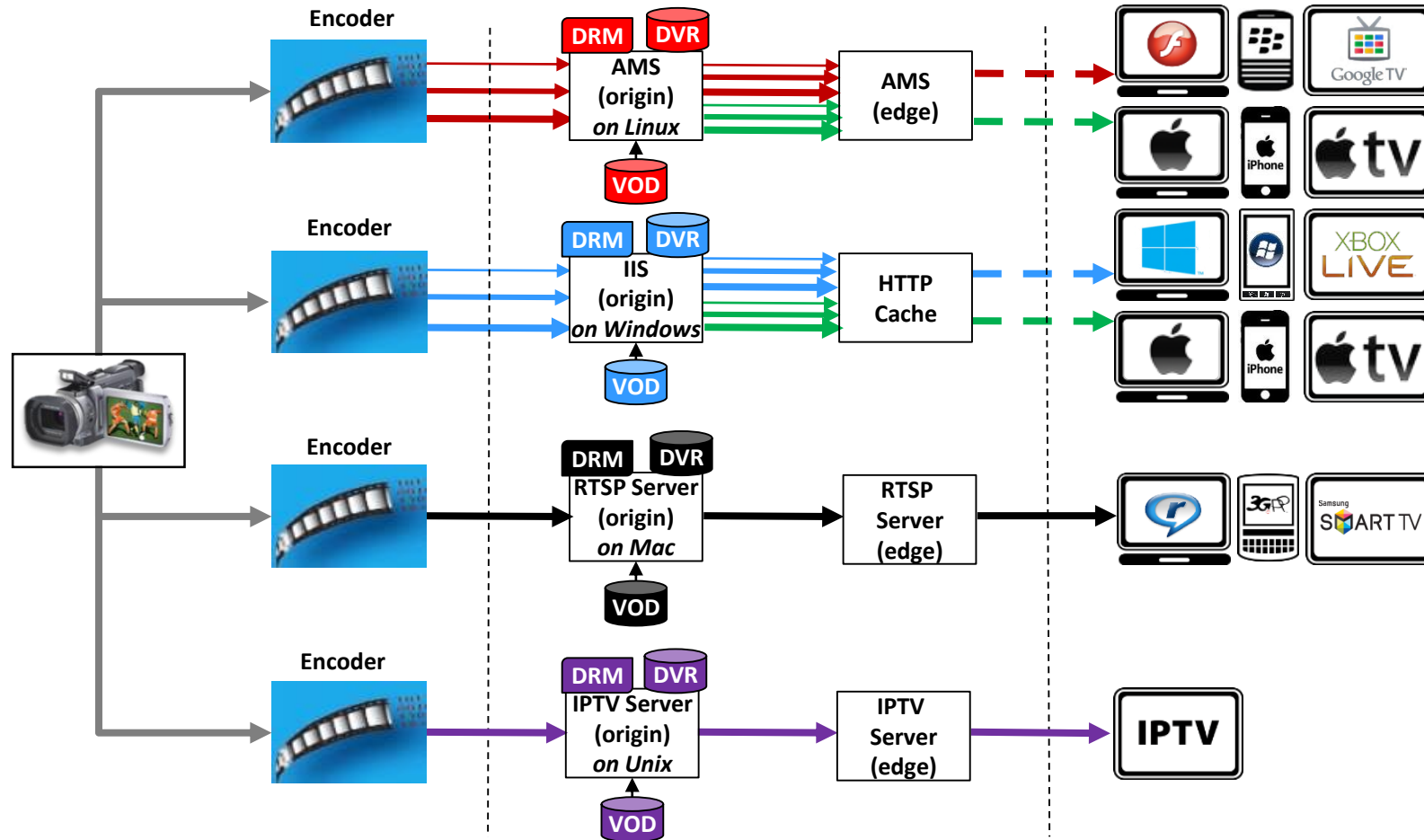
Living Room



Smartphone/Tablet

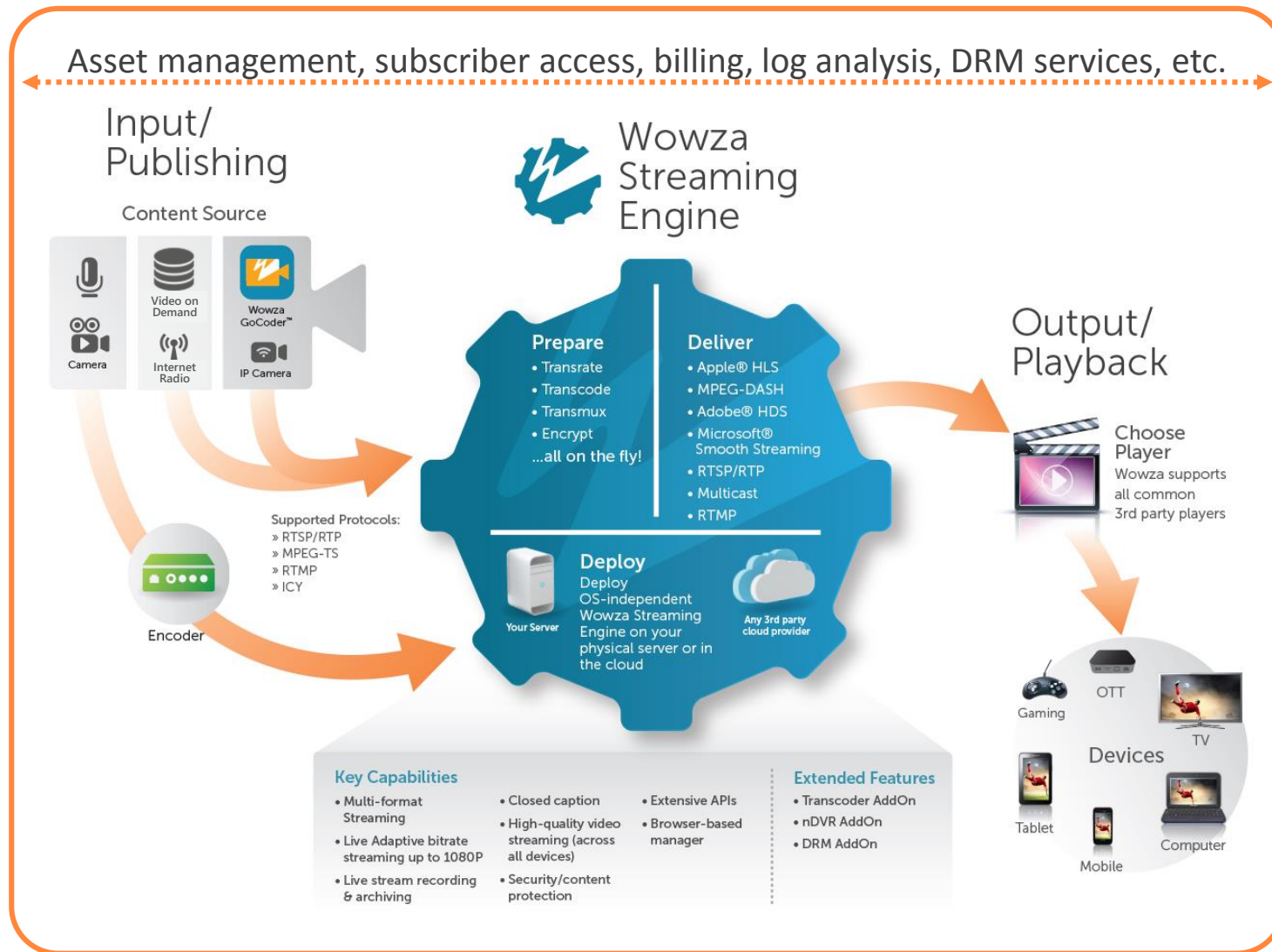


Common Multi-Format Workflow



Wowza Media Systems

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

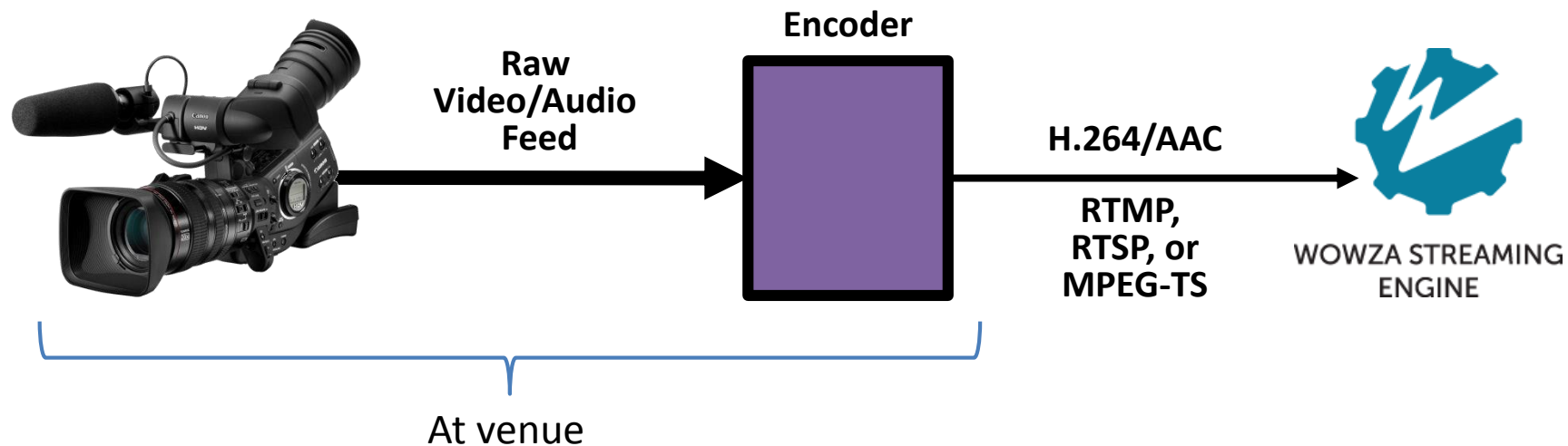
- About Wowza Streaming Engine Manager
- Managing Sign-In credentials
- Creating applications
- Configuring properties
- Configuring modules
- Configuring server listeners
- Configuring streaming ports
- Adding new license keys
- Performance tuning
- Logging
- Installing example applications
- Getting 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/RTMP (QuickTime, VLC, 3GPP devices, set-top boxes, and more)
- Supported media file formats
- Content storage

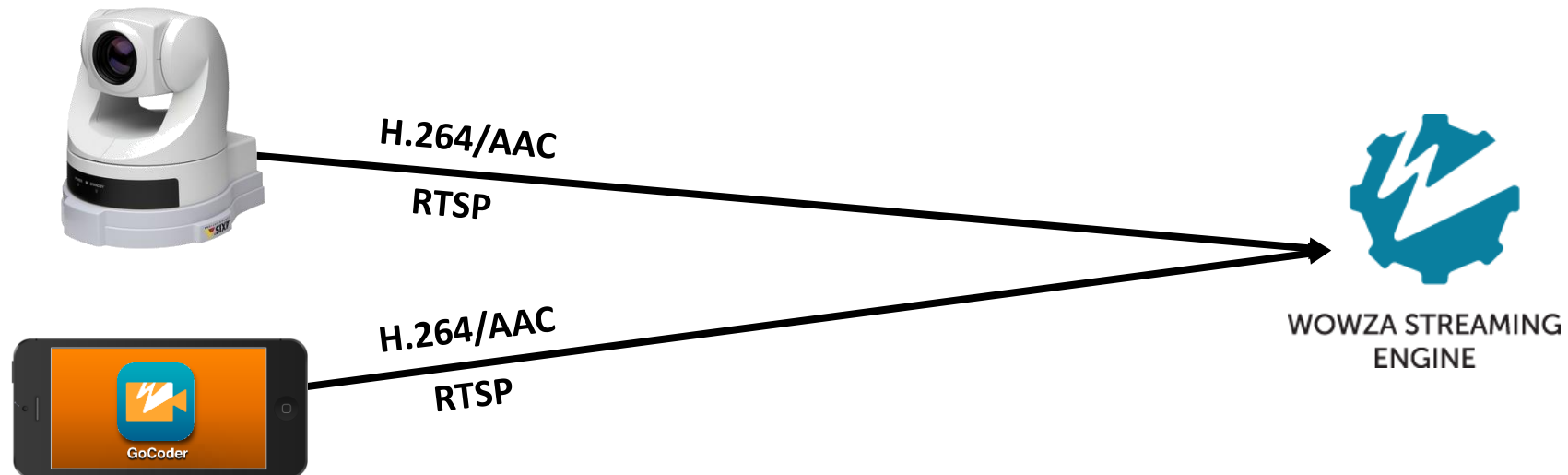
Tip #2 – Simplify the Encoding Workflow

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



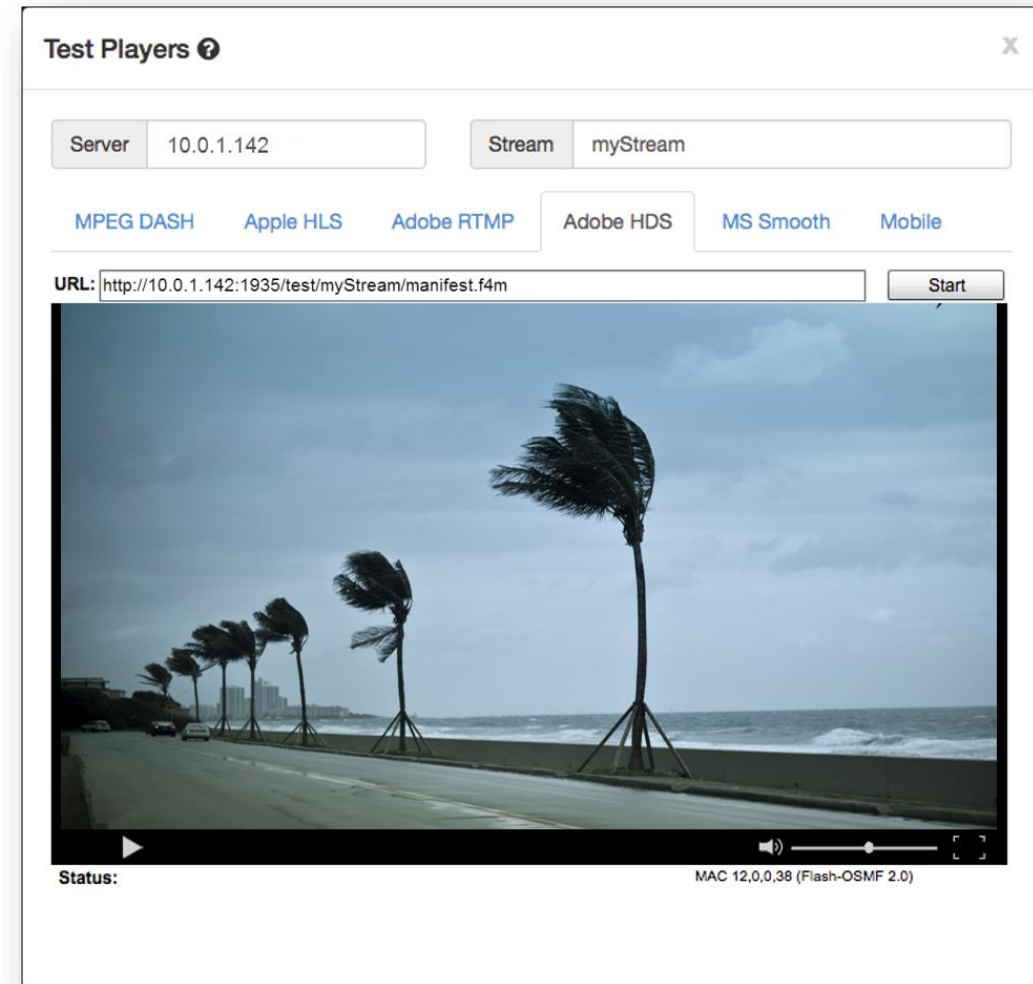
Tip #2 – Simplify the Encoding Workflow

- 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



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

Wowza Streaming Engine Manager Home Server Applications Help wowza | Sign Out

Welcome to Wowza Streaming Engine!

Monthly Subscription

Status

Connections Incoming and outgoing

Usage CPU, Memory, Heap and Disk

Server Uptime
Since 24 Jan 2014 10:20:07 AM

AddOns
Transcoder: **Licensed**
DRM: **Licensed**
nDVR: **Licensed**

Test Video

To play a video on demand test video, click the Test Players button.

Camera/Encoder Connection Settings

Use the following settings to publish a stream to Wowza Streaming Engine:

Server IP	10.0.1.142
Port	1935
Application	A live application name on this server
Stream Name	The stream name you want to use
Login	A valid Publisher user name and password

Getting Started With Applications

Wowza Streaming Engine uses **applications** to deliver streaming content. An application is a set of settings for live or video on demand (VOD) streaming. Either use the preinstalled default applications or go to the [Add Application](#) page to easily create and configure new applications.

Live Applications

A **live** streaming application is preinstalled to allow you to easily publish video directly from a video encoder or IP camera to Wowza Streaming Engine. Visit the [Wowza Forums](#) for instructions about how to work with common encoders and cameras.

VOD Applications

A **vod** streaming application is also preinstalled with Wowza Streaming Engine. Simply copy video files to the Wowza Streaming Engine **content** directory to stream out via a **VOD** application.

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

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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