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Usage of Online Video

OCEAN Meeting September 2010

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Agenda

- Landscape
- Business requirements
- Distribution
- Key Requirements

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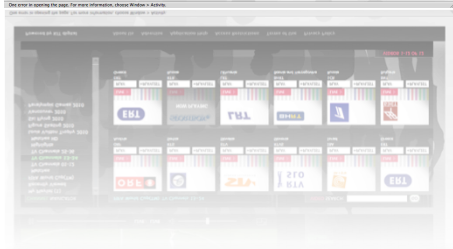
Landscape

+ Ongoing viewer appetite for quality content.

+ Broadcasters require coverage on all platforms

+ Convergence



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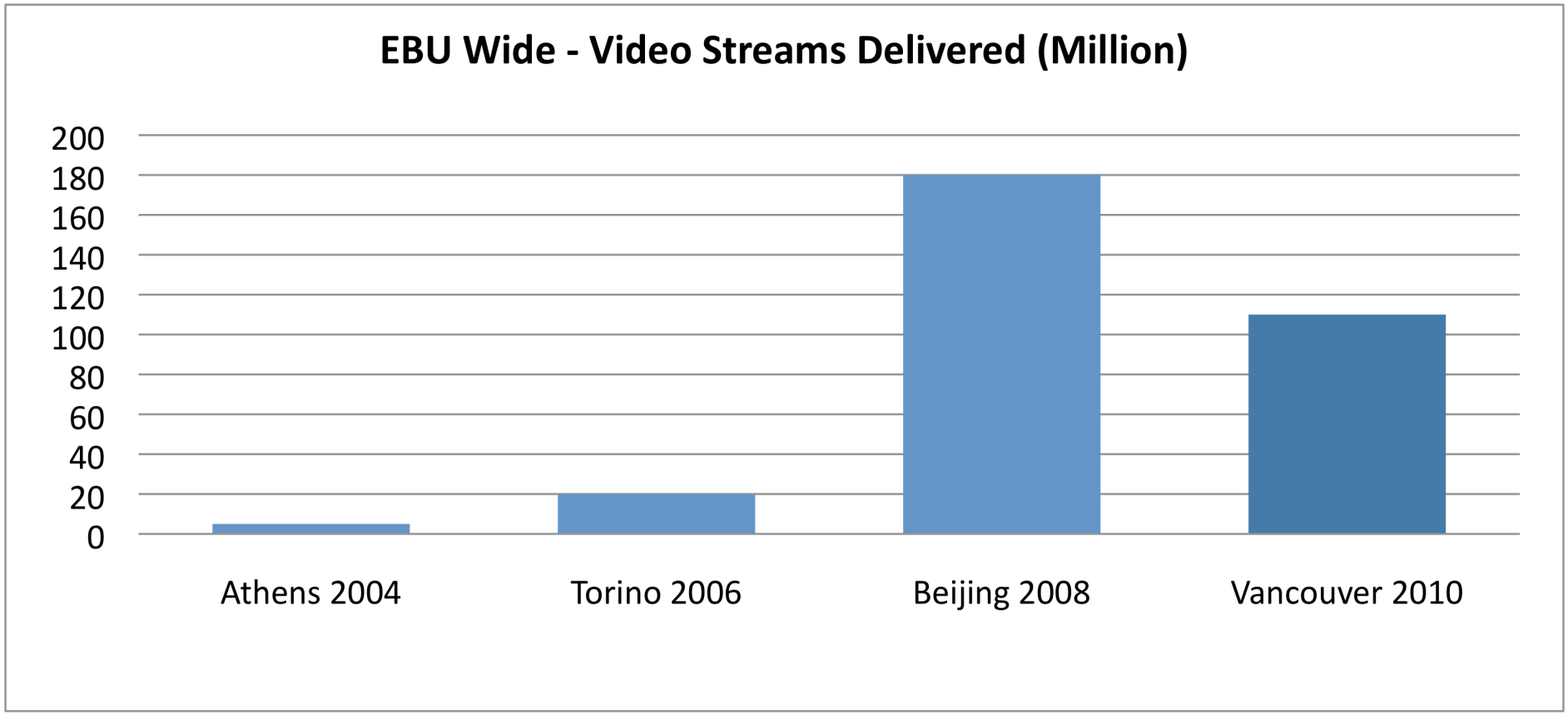
Olympic Games - European Online Viewing

Online video consumption of Olympic Winter Games content across the EBU territory increased 500% between Torino 2006 and Vancouver 2010.



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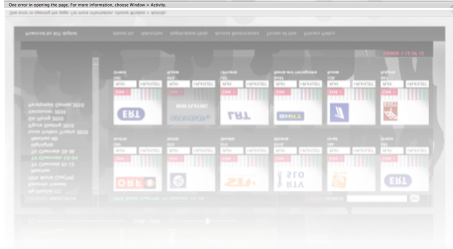

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Eurovision Broadband Service and Transmission BEST

- BEST platform introduced by Eurovision for Winter Games 2006, serving over 20M geo-controlled streams.
- In 2008 Eurovision handled 2,500+ live streaming transmissions across 40 major sporting events
- Currently used by leading EBU Member broadcasters, Sports Federations and for live and on-demand offers including FIFA World Cup football, UEFA Champions League, International Ice hockey, FIS World Championship Alpine & Nordic skiing and UEFA EURO 2008
- Used by International Organisations such as as NATO, World Economic Forum and UNESCO for live event streaming.
- Successfully delivered some 200million video streams

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BEST Product Portfolio - Building Blocks

Encoding	• Sourced from Eurovision Satellite & Fibre networks • Formats : Flash H264, VP6, Flash HD, MS Smooth Streaming, iPhone • Up to 14 channels concurrently • 8 Channels of HD • Multiple bit rates & VoD recordings • Streamfarm operator support throughout live transmissions
Distribution	• Geo-targeted secure distribution & error handling • On-the-fly management of geographical targeting • Secure storage of video assets
Video Application	• Branded to host website in flexible design formats • Rich media advertising (pre-roll video, companion ads, banners) • Management of video assets - publishing, channel management, meta data • Rich feature set; video search, RSS, Rate this, Send to a friend...
Project Management	• Set-Up, deployment and on-going support of streaming services • End-to-end event management • Traffic reporting and advertising campaign reporting • Tailor made solutions

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Distribution - BEST Geo Stream

Service Outline

- Geo-targeted streaming delivery by the BEST content delivery network directly to end users
  - Single country, Eurovision territories, regions or worldwide distribution
- Broadcasters fully control content encoding and presentation
- Live streaming and/or VoD in Windows Media, Flash or Real formats.
- Ability to handle adaptive streaming
- Implementation and technical support through all phases
- Detailed streaming statistics for marketing insight

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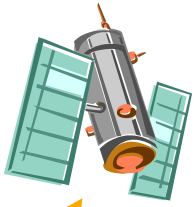
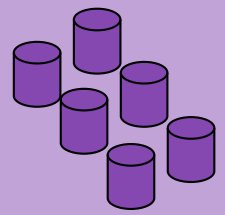
06 BEST Geo Stream - Distribution Concept

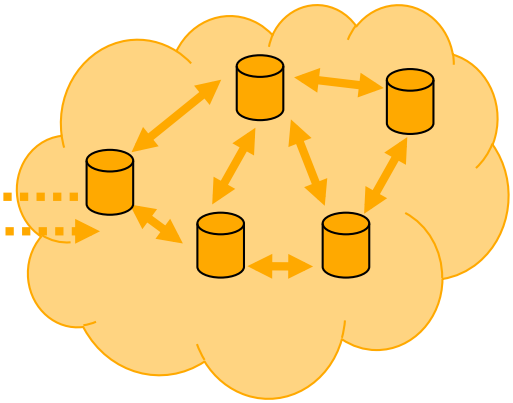


Broadcaster Streamfarm



Broadcasters stream their own programming live or VoD

The BEST CDN connects to Broadcaster Streamfarm encoders and pulls live streams. Capable of over 100'00's concurrent streams with global or geographically targeted distribution.



The BEST CDN delivers multiple live streams to end user browsers. Last mile via the Public Internet.

GEO CONTROLLED DISTRIBUTION
Single country
Eurovision territories
International

Client website is insulated from the provision of streaming video

Signal Acquisition

Broadcaster Simulcast

Eurovision Distribution

Public Internet

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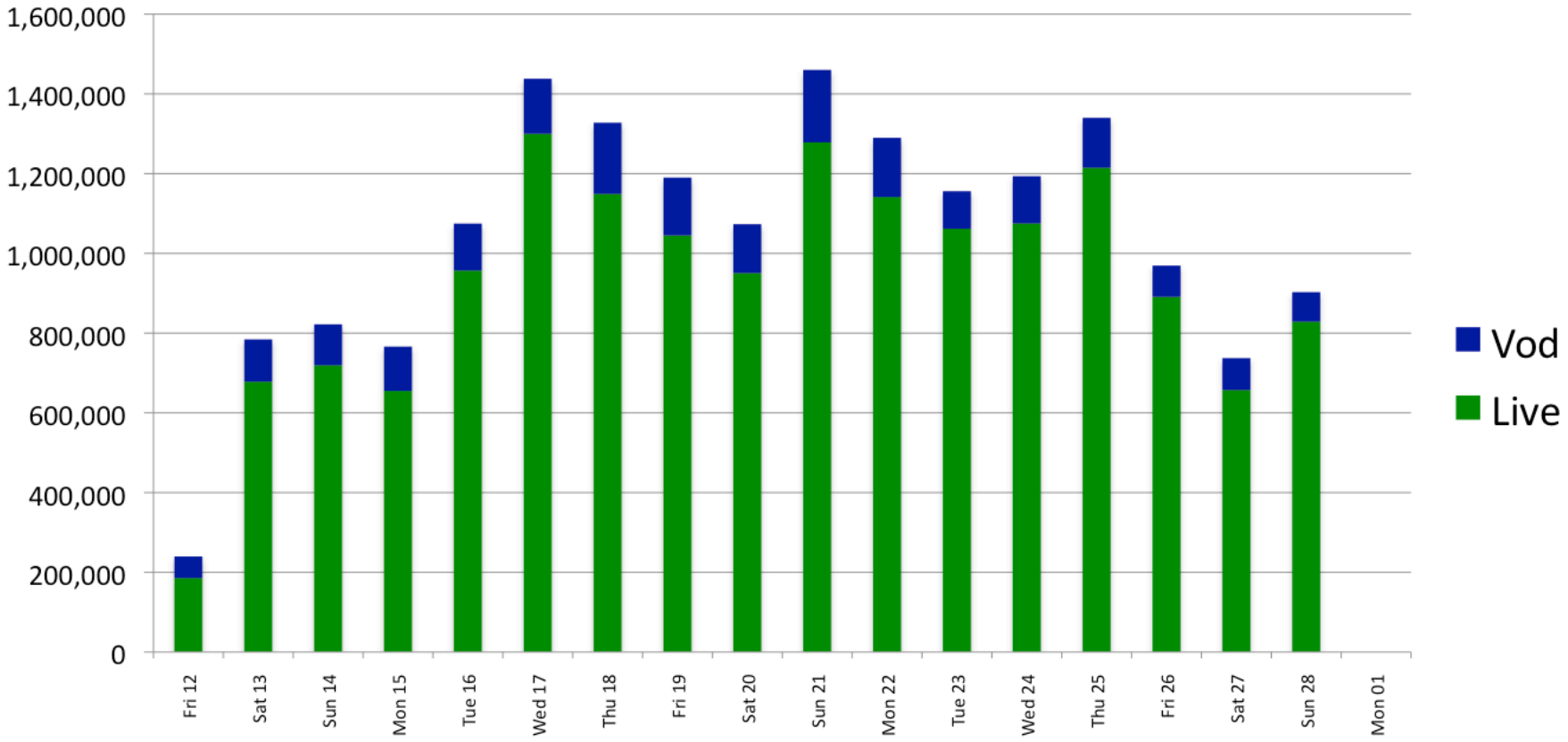
Typical Sports event – Streaming Traffic Profile

Live and VoD traffic levels per day – sample site



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Distribution – Key Requirements

+ Reliability
  > 90% of viewer requests is for LIVE content

+ Security
  > Ensure application of Right Holders requirements

+ Handle traffic peaks
  > Viewers all arrive at the same time

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Distribution – Key Requirements

+ Built for the future
  > Adaptive technology
  > DVR Functionality
  > Format agnostic (Silverlight, Flash etc)

+ Reporting and Metrics
  > Tools and analytics to enable re-financing

+ Support
  > Around the clock support

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A typical internet viewer

- Viewer will decide what, when and how content is viewed.
- Will multitask – zap channels, short viewing time and will engage in social media at the same time.
- Share information and will be vocal.

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