

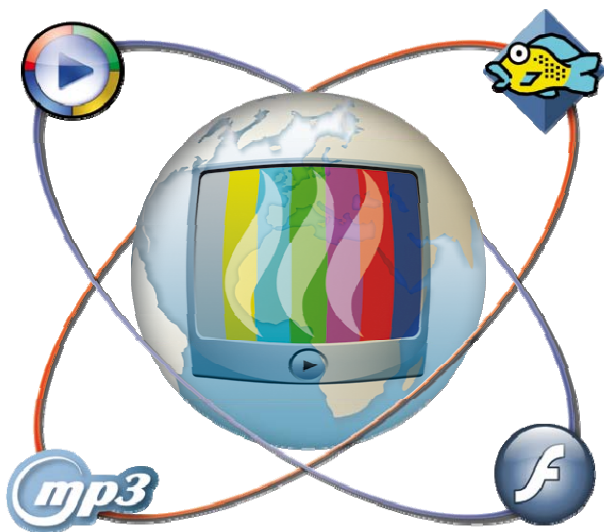


# FLUMOTION

## STREAMING PLATFORM

# EBU

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Director



# Who are Fluendo and Flumotion?

- A Fluendo company - Headquarters in Barcelona
- Founded by Highly Experienced Multimedia and Internet Professionals
- 2.5 years R&D using World-class Linux Multimedia Developers
- 3 Fluendo companies respond to 3 market needs:
  - **Fluendo**: Provides Multimedia Codecs and consulting for GStreamer (Multimedia Framework) to manufactures.
    - Ex: BBC R&D project  
<http://schrodinger.sourceforge.net>
    - Ex: Nokia devices



## Technology Partners

Novell

NOKIA  
Connecting People



BBC  
r&d



# Who are Fluendo and Flumotion?

## Fluendo Media Center

- is a complete software, cross platform (Windows, Mac and Linux) allowing end users to manage, control and centralise all their multimedia content with a remote control

**FLUENDO  
MEDIACENTER**



## Flumotion :

- Multi format streaming platform offering a complete solution to IP Radio, IP Television, and Media Companies
- New generation platform Highly Reliable and Scalable
- FSP integrates the whole media chain with Encoding services and Advanced features (Billing systems...)
- Allowing Broadcasters to monetize their content thanks to an aggressive pricing.

**FLUMOTION**  
 STREAMING PLATFORM



# Leverage Free Software, solve issues

- **Codecs**, nobody wants to have to choose. How ?
  - Windows Media Player, Quicktime, Flash, VLC, Mobile phones, Set top box
- **Flexibility**, the current scenarios are not enough for the media industry !
  - Content diffusion rights, Media processing, Capturing, etc...
- **Quality & Reliability**, basing your media business on a software is a tough choice to make. Internal SLAs are critical...



# Flumotion: a smart and flexible Free Software

Flumotion scenarios

Flumotion scenarios (GPL)¶

Platform software  
(Clustering, HA, etc...)¶

Flumotion (GPL)¶

Twisted (MIT)¶

Python (OSI approved license)

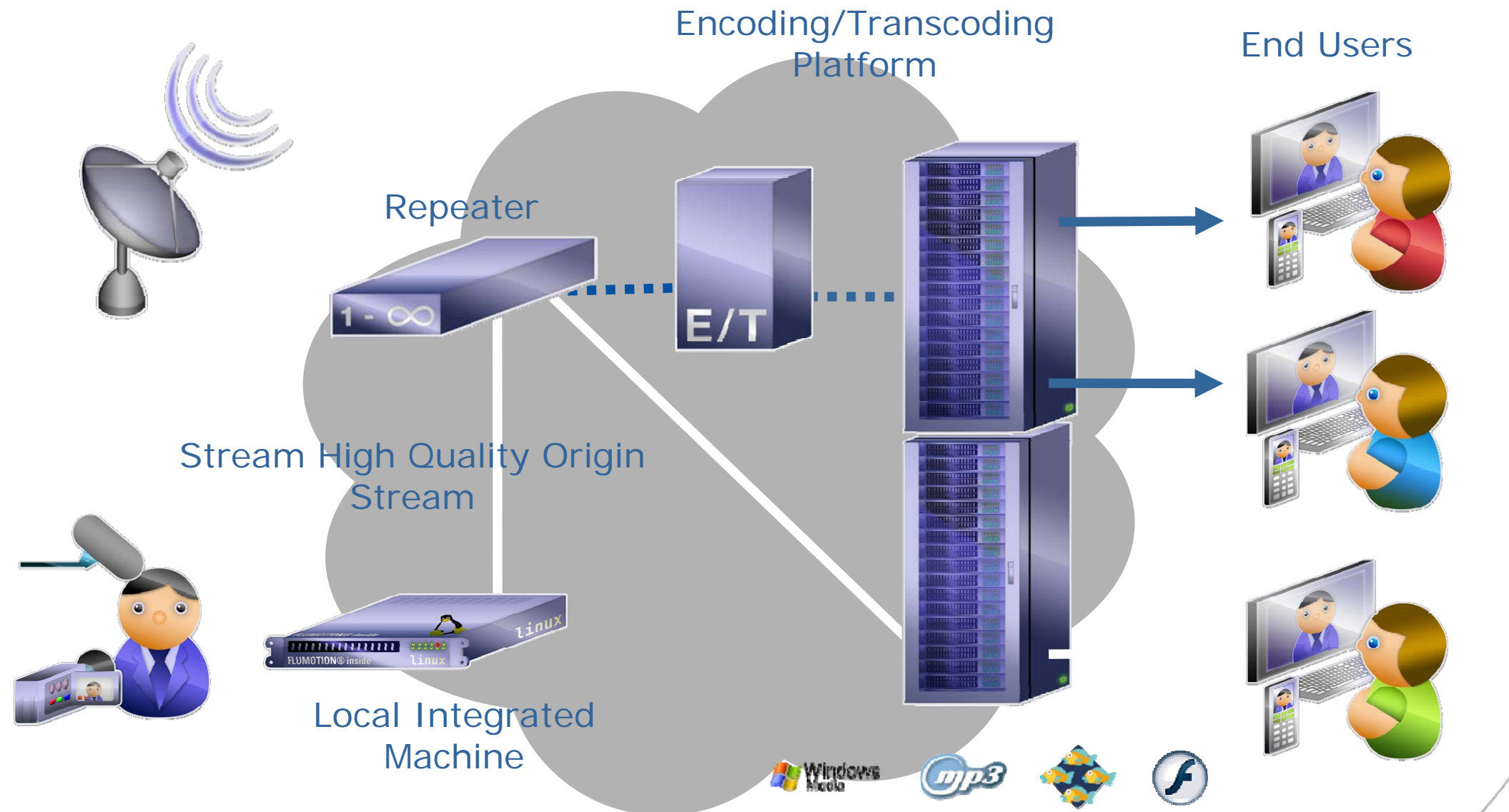
GStreamer (LGPL)¶

Open Standards  
codecs (Theora, Vorbis, Dirac, etc...)¶

Commercial codecs  
(WMV, VP6, H264, etc...)¶

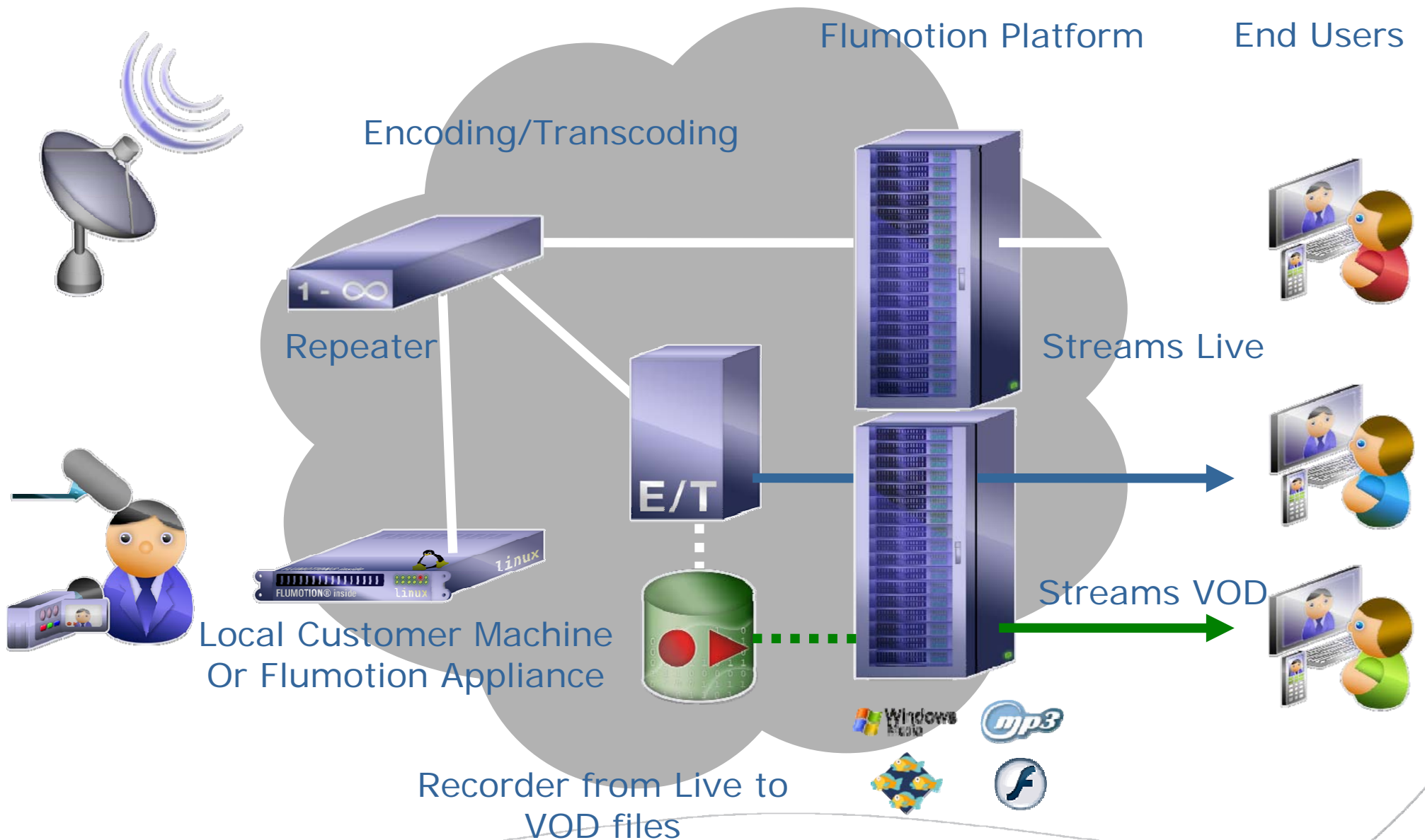


# Streaming Live - How it works ?

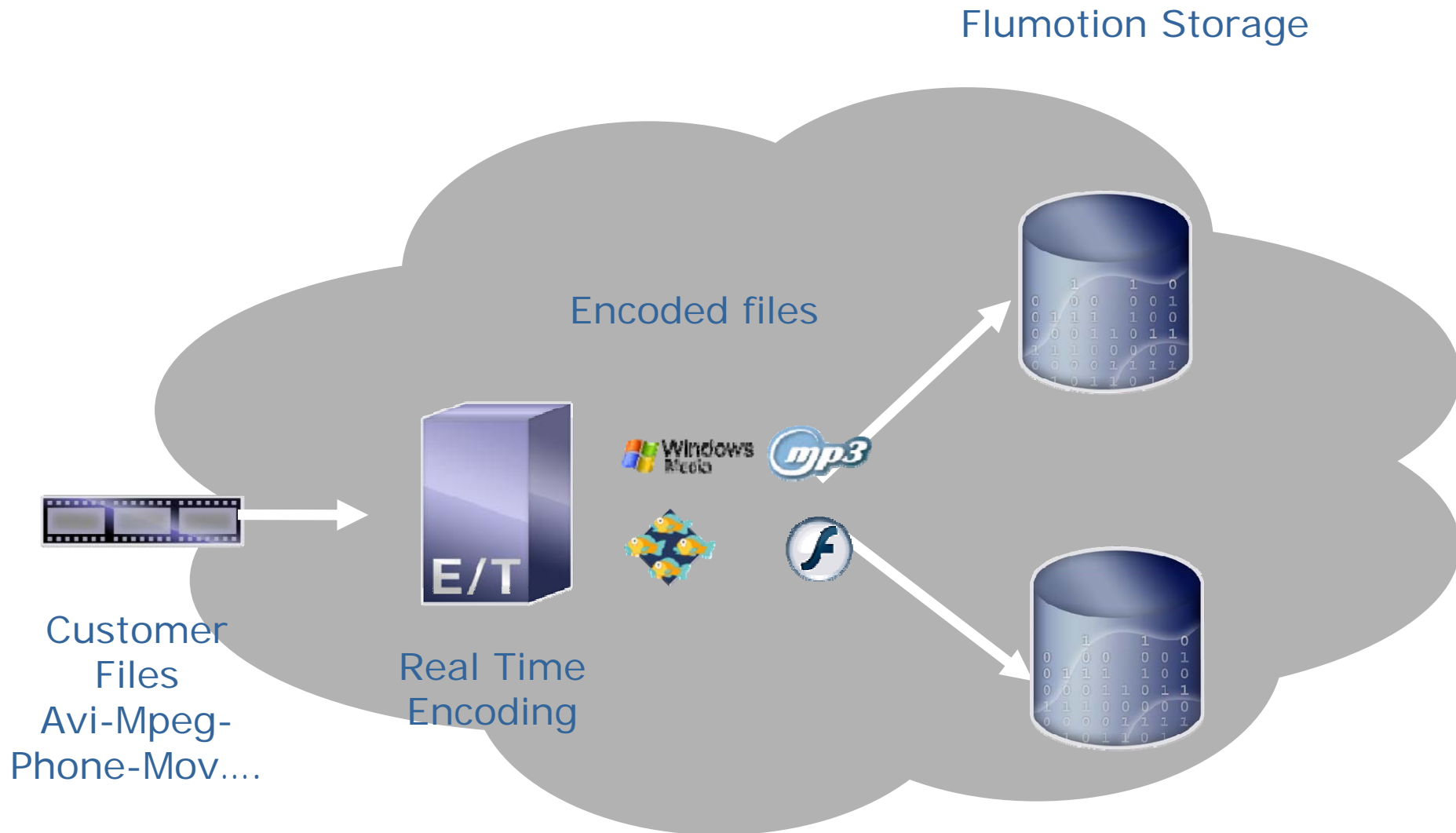




# Streaming Live with Real Time Archiving

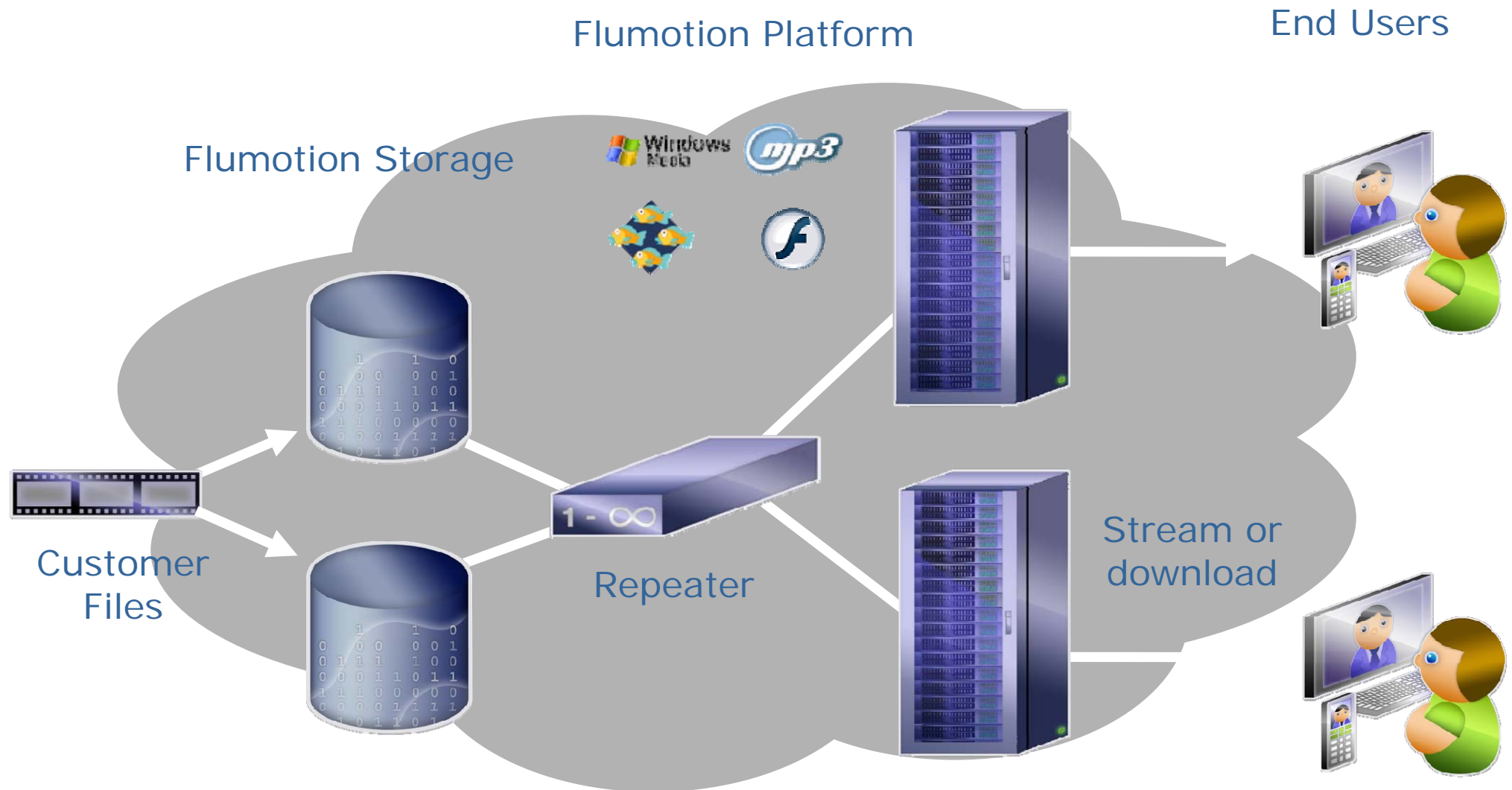


# VOD Encoding – How does it work ?





# VOD – How does it work ?



## Licensing the software

- Flumotion is already **available** as a Free Software project at <http://www.flumotion.net>.
- **Dual licensing** allows us to provide customers with a commercial version of Flumotion including commercial codecs and commercial/customized scenarios.
- The best use cases have already been thrown at Flumotion as a service platform which gives more **confidence** in SLA and reliability in general.



# Radio Television Española - La2Noticias



- Flumotion Encoding ogg-vorbis-theora (VOD-Live)
- Streams (Live & VoD)
- Delivered by "Cortado" - our Java Applet
- [www.rtve.es/la2noticias](http://www.rtve.es/la2noticias)



## Seat relies on Flumotion for the launch of the new leon



- Seat presented the new “Leon” to an international on-line audience making profitable their marketing investment.
- Solution: Flumotion Live Event
  - Original source of video was captured at the car trade show in Geneva with a video conferencing system
  - Encoding from Spain, WMV 256 Kbps
  - Capacity of 750 Mbps – up to 2500 concurrent users



# Zed relies on Flumotion for its new web portal 2.0



## • Zed's requirements :

- ❖ Global solution for a web 2.0 – Internet and Mobile
- ❖ Encode all type of end users content "on the fly"
- ❖ Proven Encoding and VoD platform
- ❖ Less than 3 months

## • Flumotion Services

- ❖ Managed encoding platform
  - Codification of end users content in flv
  - Codification of the contents in formats for mobile phones (3GPP)
  - Implementation of new formats (MMF-AMR...)
  - Support - Detection and analysis of errors in the codification
- ❖ VoD services: Storage and Delivery from Flumotion



Questions ?

 Thank You !

