

Como Transmitir Su Emisión en Directo con Wowza



Ryan Jespersen
Tecnologista de Streaming Media
Wowza Media Systems

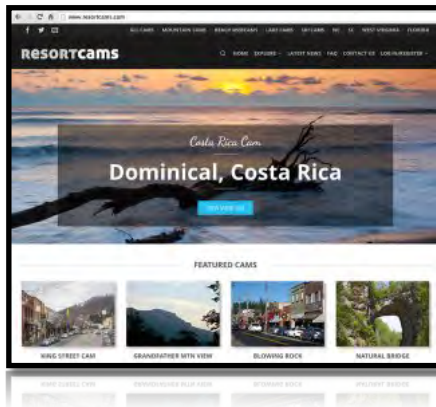
Wowza Media Systems

- Simplificando la transmisión de video y audio en vivo y en demanda
- En negocio desde 2005 con clientes en mas de 130 países
- Wowza Streaming Engine™: software de servidor
- Wowza Streaming Cloud™: solución de nube de streaming en vivo



¿Quien usa Wowza?

Turismo (Hoteles, Eventos)



Seguridad Publica (Bancos, Policía, Fronteras)



Transportación (Carreteras, Transporte Público)



Webcasting (Empresas, Gobierno)



Entretenimiento (Deportes, Concursos)



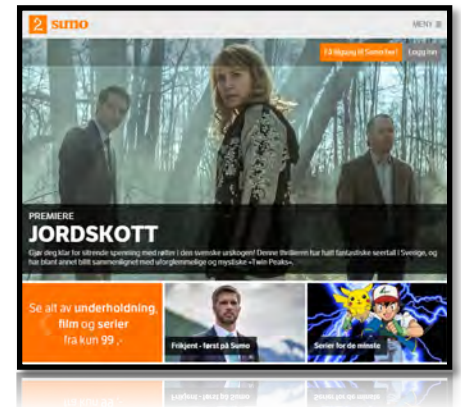
Educación / Aprendizaje a Distancia (Escuelas, Universidades)



Eventos (Iglesias, Bodas)



Televisión / Emisoras (IPTV, OTT)



Simplificando la transmisión de video en mas de 130 países



vodafone



Wowza Streaming Cloud™

Solución profesional de *streaming*, con modalidad de pago según el uso



Input

Wowza Streaming Cloud™ accepts unlimited H.264 input streams. **Works With Wowza™** partners have preconfigured settings for quick set up.

Transcode, Prepare, and Scale

Wowza Streaming Cloud receives your stream, transcodes it for distribution to any device, anywhere and automatically scales to meet the demands of any size global audience.

Output/Playback

Wowza Streaming Cloud has flexible playback options, including a Wowza® provided player, a customized hosted webpage or your own player.

Wowza Streaming Cloud™

Solución profesional de streaming, con modalidad de pago según el uso



Solución profesional: Stream para múltiples dispositivos sin preocupaciones.



Modular: Combina fácilmente los componentes de Wowza u otros.



Control de marca: Controle su marca y la publicidad.



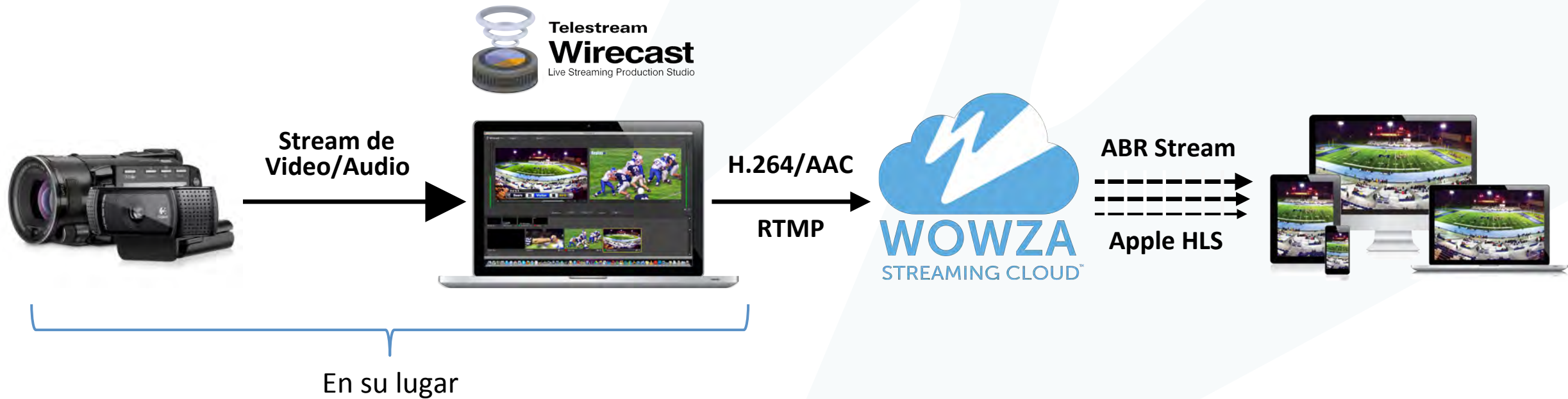
Modalidad de pago: Accede todas las características pero sólo pague por lo que use.



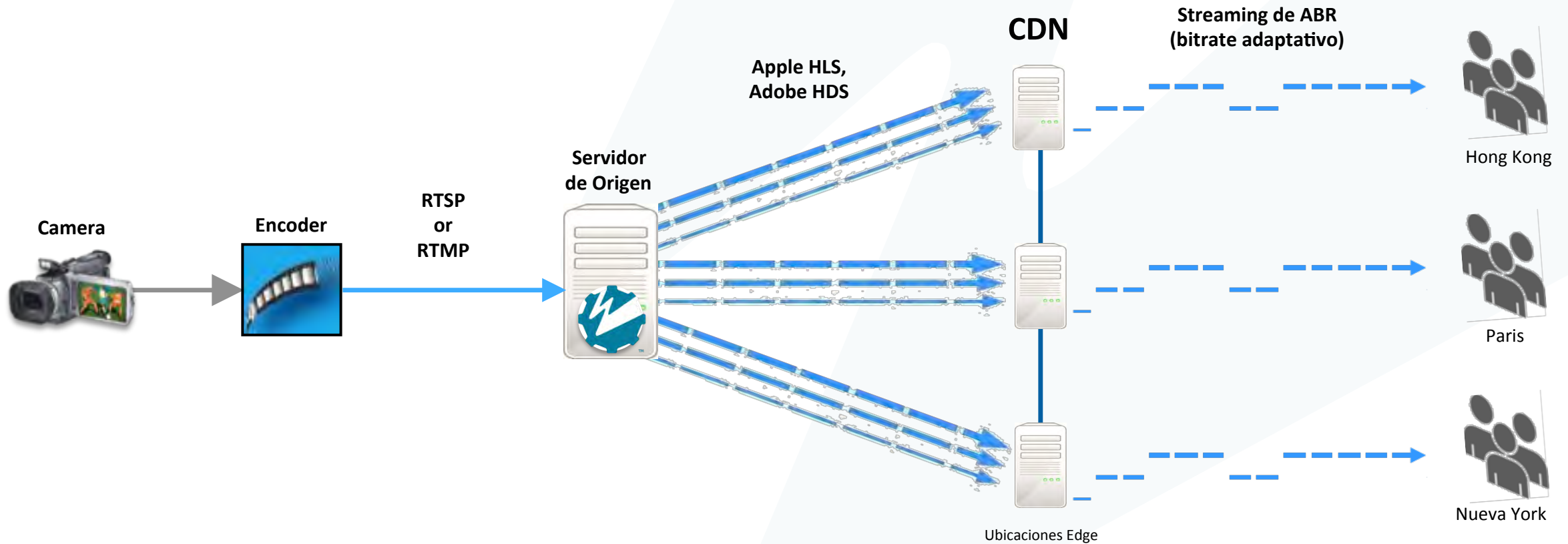
Controles avanzados: Aproveche de nuestro API y funciones avanzadas.

DEMONSTRACIÓN

Demonstración de Wowza Streaming Cloud™



Transmisión en vivo a audiencias globales de cualquier tamaño



WOWZA STREAMING ENGINE™

Wowza Streaming Engine™

- Software de servidor robusto, personalizable y escalable que permite la transmisión fiable de audio y vídeo de alta calidad a cualquier dispositivo en cualquier lugar.
- Escala a través de sistemas operativos y arquitecturas.
- Sirve para todo tipo de uso, de una simple pagina web a aplicaciones de misión crítica.

The screenshot shows the Wowza Streaming Engine Manager web interface. The top navigation bar includes 'Wowza Streaming Engine Manager', 'Home', 'Server', 'Applications', and 'Help'. The main content area is titled 'Welcome to Wowza Streaming Engine!' and 'Monthly Subscription'. It features several sections: 'Status' with a 'Connections' line graph showing incoming and outgoing connections over time; 'Usage' with a bar chart showing CPU, Memory, and Disk usage; 'Server Uptime' showing the time since the last restart; 'AddOns' listing installed features like Transcoder, DRM, and nDVR; and a 'Test Video' section with a 'Test Players...' button. On the right side, there is a 'Camera/Encoder Connection Settings' table and a 'Getting Started With Applications' section.

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

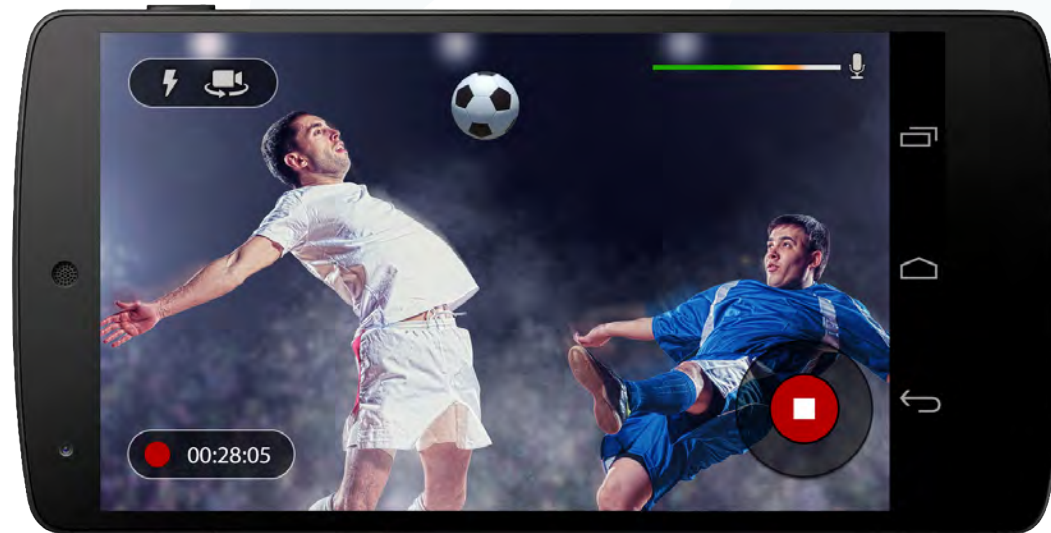
A **live** streaming application is preinstalled to allow you to easily publish video directly from a video encoder or IP camera to Wowza Streaming Engine. Visit the [Wowza Forums](#) for instructions about how to work with common encoders and cameras.

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.

App de Wowza® GoCoder™

- Aplicación de codificación de audio y video en vivo para iOS y Android.
- Transmite eventos en alta definición desde cualquier lugar a cualquier pantalla utilizando H.264 y streaming de ABR (bitrate adaptativo).



1.Capture

- Capture live events using a video camera, mobile phone, or tablet
- Choose from a wide range of options, depending on needs, budget, and quality required



2.Encode

- Ingest and encode (compress) raw audio and video for efficient network transmission
- Transmit content to Wowza Streaming Engine™



Supported Input Protocols:

- » RTSP/RTP
- » MPEG-TS
- » RTMP
- » ICY



3.Prepare

- Convert content into multiple bitrates and streaming formats so that it's ready to be consumed in varying bandwidth conditions on any device
- Deploy Wowza® in the cloud or on dedicated on-premises servers

4.Deliver

- Deliver directly from Wowza Streaming Engine
- OR —
- Utilize a CDN for scaled delivery when audience size is large, unknown, or across a broad geography

Deploy



Cloud



Your Server

5.Enable Consumption



Choose Any Player

- Select and customize your player. Wowza Streaming Engine seamlessly integrates with all leading players and can provide player recommendations

Supported Output Formats:

- » Apple® HLS
- » MPEG- DASH
- » Adobe® HDS
- » Microsoft® Smooth Streaming
- » RTSP/RTP
- » Multicast
- » RTMP

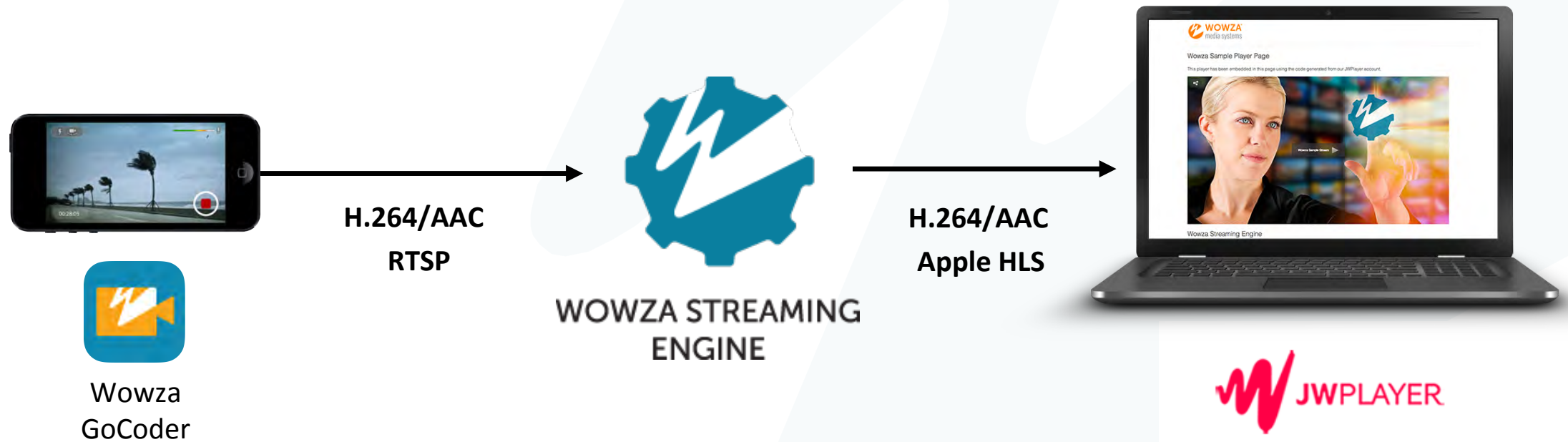
Consume

- Time for end consumers to watch and playback the media!
- Wowza enables consumption across device types and in varying network connections

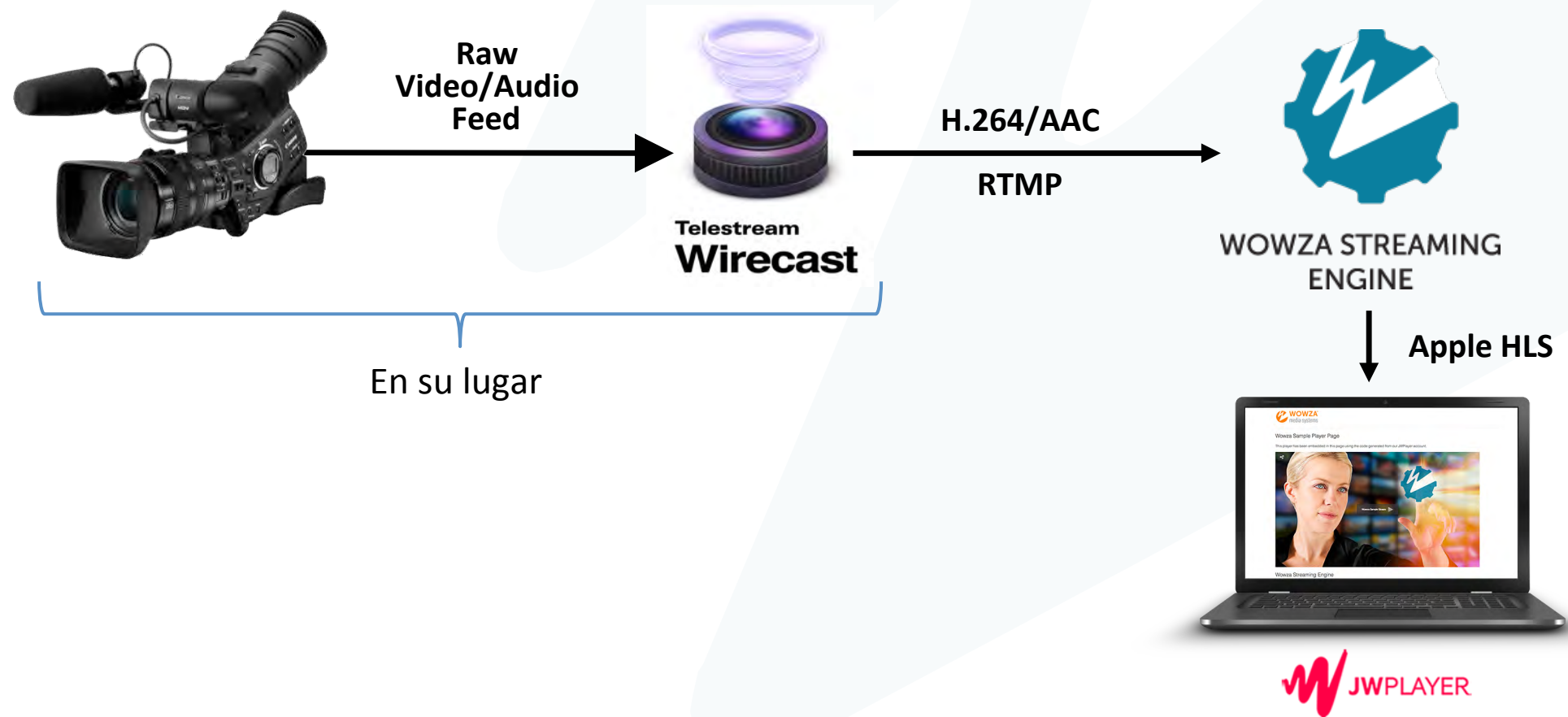


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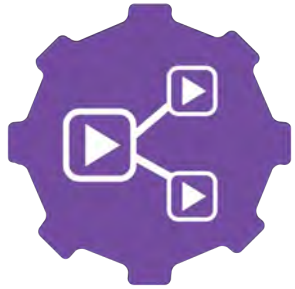
Wowza GoCoder



Telestream Wirecast y Wowza

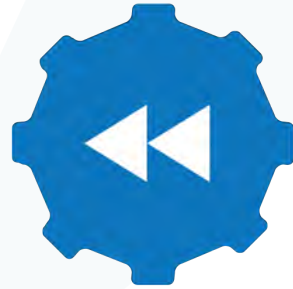


Wowza Streaming Engine Pro



Wowza Transcoder

Permite transformar la transmisión en vivo de codificadores, cámaras IP, cabeceras IPTV y otras fuentes en vivo a H.264 para la entrega a todos dispositivos.



Wowza nDVR

La grabadora de red de vídeo digital almacena el contenido en un formato normalizado que permite a los usuarios ofrecer una experiencia de reproducción en diferido a los espectadores - en PCs, tabletas, teléfonos inteligentes y televisores.



Wowza DRM

Facilita la integración con diversas plataformas de gestión de derechos digitales para el contenido de vídeo en directo y bajo demanda a cualquier pantalla.

Soluciones de extremo a extremo



Nuestro programa de **Works With Wowza™** ofrece a nuestros clientes una experiencia simplificada de extremo a extremo con cámaras validadas y codificadores de clase mundial.



Camera

JVC

SONY

AXIS®
COMMUNICATIONS



Encoders

NewTek™

telestream



epiphan
SYSTEMS INC.

Hauppauge!

Planes de Soporte Técnico

Wowza Streaming Cloud Soporte Estándar sin cargo adicional	Wowza Streaming Cloud Soporte Premium \$149/mes	Wowza Streaming Cloud Soporte de Evento \$1,500/evento
Incluye	Incluye	Incluye
48 horas de tiempo de respuesta (días de semana 06:00-18:00 EST) Solo correo electrónico. A través de su cuenta de Wowza.	6 horas de tiempo de respuesta (días de semana 06:00-18:00 EST) Solo correo electrónico. A través de su cuenta de Wowza.	Hasta 5 horas dedicadas para configurar y monitorear su evento. Solo correo electrónico. Respuesta inmediata durante las horas previstas. Horas extras disponibles a \$300/hora. No requiere Soporte Premium de Wowza Streaming Cloud.

Los precios están sujetos a cambios sin aviso previo

Próximos Pasos

- Obtenga más información en www.wowza.com/products/streaming-cloud
- Obtenga una prueba gratuita en www.wowza.com/pricing/cloud-free-trial
 - 30 días de acceso a Wowza Streaming Cloud
 - 5 horas de procesamiento de su stream
 - Hasta 10 espectadores concurrentes
 - Número ilimitado de streams en directo
- Descarga Wowza GoCoder de Tunes y tienda de Google Play
- Lea los documentos de soporte en www.wowza.com/forums

Wowza Media Systems

PREGUNTAS



Third party trademarks are trademarks or registered trademarks of their respective owner and are used solely to identify and describe third party products as being compatible with Wowza products. Wowza is in no way sponsored, endorsed by, or otherwise affiliated with any such third party trademark owners.



Wowza Streaming Cloud™

Pro-quality end-to-end streaming solution, with pay as you go pricing

Capture

- Capture live events using a video camera, mobile phone, or tablet.



Supported Input Protocols:
» RTMP
» RTSP

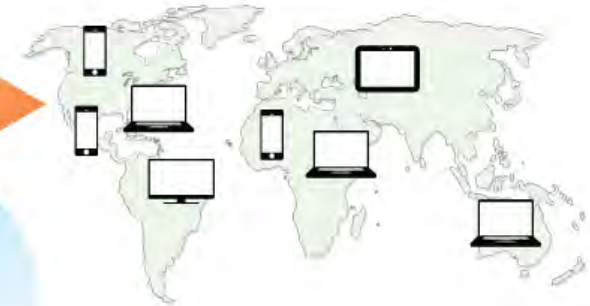
Prepare

- Cloud transcoding to multiple bit-rates for viewing in varying bandwidth conditions
- Convert content into multiple streaming formats so that it's ready to be consumed on any device
- No Infrastructure required

Deliver

- Distributes to any device, anywhere through global CDN provider/partner
- Automatically scales to meet demands of any size audience
- Flexible playback options
 - Wowza-provided player
 - Customized Wowza hosted web page
 - Player of your choice

Supported Output Formats:
» Apple® HTTP Live Streaming (HLS)
» Adobe® Flash HTTP Dynamic Streaming (HDS)



Encode

- Ingest and encode (compress) raw audio and video for efficient network transmission.
- Transmit content to Wowza Streaming Cloud

Technical Specifications

Inputs

Codecs

- Video: H.264
- Audio: AAC, AAC-LC, HE-AAC (accPlus) v1 & v2, MP3

Outputs

Devices and Players

- iPhone®, iPod®, iPad® (iOS 3.0 or later), Quick-Time® Player (10.0 or later), Safari® (4.0 or later on Mac OSX version 10.6), Roku® streaming devices
- Other HLS-compatible players
- HDS-compatible players

Consume

- Wowza Streaming Cloud automatically scales to any audience size
- Supports worldwide viewing
- Wowza enables consumption across device types and in varying network connections