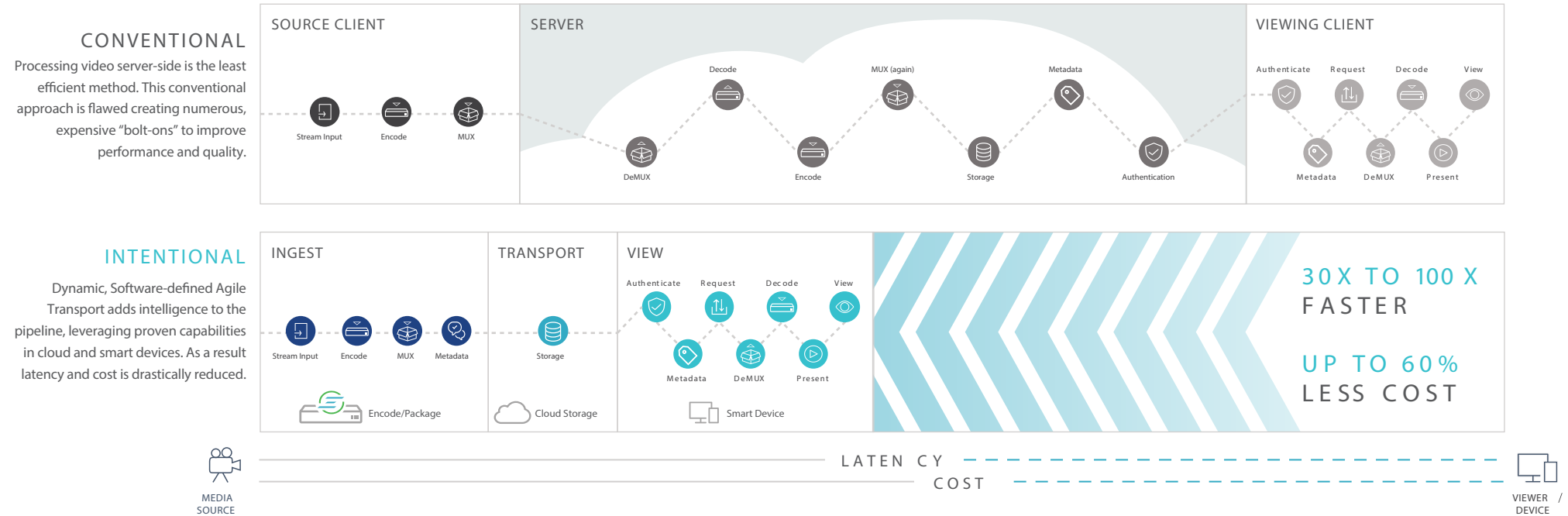# STREAMING™ GLOBAL

While streaming media is more popular than ever, the industry is plagued by the same problems of latency, cost and reliability at scale. Streaming Global is changing the way we experience live video by rethinking the delivery pipeline.

Today's video pipeline runs on dated client-server technology that was built for static text. It has not changed significantly despite unprecedented investment and innovation in cloud and device technology. Streaming Global's patented Software-defined Agile Transport enables the pipeline to intelligently and dynamically optimize in real-time using software that can easily be added to existing infrastructure. This allows delivery of live video consistently, securely and cost effectively regardless of unstable network conditions or rising consumer demands for new functionality.

OUR DIFFERENCE

The figure below illustrates the impact of Streaming Global's Software-defined Agile Transport.

CONVENTIONAL

Processing video server-side is the least efficient method. This conventional approach is flawed creating numerous, expensive "bolt-ons" to improve performance and quality.

SOURCE CLIENT

SERVER

VIEWING CLIENT

Stream Input   Encode   MUX

Decode   MUX (again)   Metadata

Authenticate   Request   Decode   View

DeMUX   Encode   Storage   Authentication

Metadata   DeMUX   Present

INTENTIONAL

Dynamic, Software-defined Agile Transport adds intelligence to the pipeline, leveraging proven capabilities in cloud and smart devices. As a result latency and cost is drastically reduced.

INGEST

TRANSPORT

VIEW

Stream Input   Encode   MUX   Metadata

Storage

Authenticate   Request   Decode   View

Metadata   DeMUX   Present

Encode/Package

Cloud Storage

Smart Device

30X TO 100X FASTER

UP TO 60% LESS COST

MEDIA SOURCE

LATENCY

COST

VIEWER / DEVICE

Elimination of Media Processing Overhead

Direct to Cloud Storage Processing

Up to 100X Faster

Up to 60% Less Cost

Proven in Mission-Critical Applications

Industry Leading Reliability at Scale

Hybrid Ad Insertion