

# OTT B2B Live Event Streaming Case

What tools do you need to successfully stream a live event?

Using the Maxx-XS suite of services, you can easily deliver high-quality streams directly to your audience. Here we'll get into the services you need to fulfil your supply chain.

## 1. On Premises Encoding

Your live feed must first be prepared for IP-transport to the Maxx-XS ingestion platform. Most modern encoders can handle different input types like SDI, BNC, HDMI or IP based streams. The live feed is encoded to H.264/5 for easy transportation via the public internet to the Maxx-XS platform. These encoders are generally part of an existing local setup provided by, for example, a production company. Otherwise, Maxx-XS can advise on the type of encoder to use or assist in formulating a working solution. We create a dedicated and protected publishing URL to receive your live feed.

## 2. Ingesting & Transcoding

The live feed will be received in the highest quality possible directly from the live event. Maxx-XS will then validate and process the incoming stream. The stream will be transcoded into various bitrates according to the delivery requirements and expected audience. These bitrates can then be used to deliver an adaptive quality, depending on the characteristics of the device and the end user's internet connection speed. For example, a 4G mobile user will likely require a lower quality stream compared to a user with large screen and high-speed connection. We use standard web technology like HLS and DASH to leverage the different bitrates.

## 3. Restarting & Replaying

The live feed can optionally be recorded for archiving or so that viewers can watch an event that has already commenced from the beginning ('restart'). A stream can also be viewed for a period of time once the event is over ('replay').

#### **4. Content Distribution**

The live adaptive bitrate stream is distributed via our international content delivery network. For large events, we use Akamai's media delivery network to overflow traffic. The platform enables a geographically scalable and reliable solution to play high quality, premium content.

##### *Player*

A cross platform player can be embedded within own branded environments or a streaming URL can be used as a source of own build players. The Maxx-XS player is equipped with Chromecast and Apple TV cast options, multiple audio channels and subtitle tracks.

##### *Protection*

You can set up additional security parameters to ensure your content is protected from unauthorized usage. Different security levels can be instated, depending on the solution required. Common practice is to avoid public sharing with the use of personalized streaming URLs that automatically expire once the event has ended. Authorized viewers can be authenticated using preloaded voucher codes, ticket numbers, a valid payment or username/password combination. In addition, content can be encrypted with Digital Rights Management for enhanced copyright protection.

#### **5. Statistics**

You can see real-time insights such as number of views and viewing time through a private section on the Maxx-XS backend. Own Google Analytics IDs can be configured in the player to directly integrate streaming statistics with website stats.

#### **6. Support**

Live streams are monitored 24/7 and support is available to you at all times. Special event support can be provided to safeguard the entire distribution chain. If anything goes wrong, you can contact a dedicated agent who will be co-watching the event.

## Pricing

All of the above services are combined into a special package for B2B live events. Of course, we can zoom in to particular elements that may need a custom solution to suit your needs.

1. On premises support	<i>TBD</i>
2. Setup ingest entry point and ABR transcoding profile (SD, HDR, HD)	
3. Optional: Live event archive recording	
Optional: DVR replay/restart	
4. Protected content distribution ( <i>based on capacity used</i> )	
- 500 viewers or	
- 1000 viewers or	
- 2000 viewers	
5. Real-time statistics	<i>Included</i>
6. Support	<i>Included</i>
Optional: live event support	

## Assumptions

- Duration	180	Minutes
- Maximum stream bitrate quality	4	Mbps
- User authentication based on access codes		

We offer custom plans and prices. Contact us for more information.

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