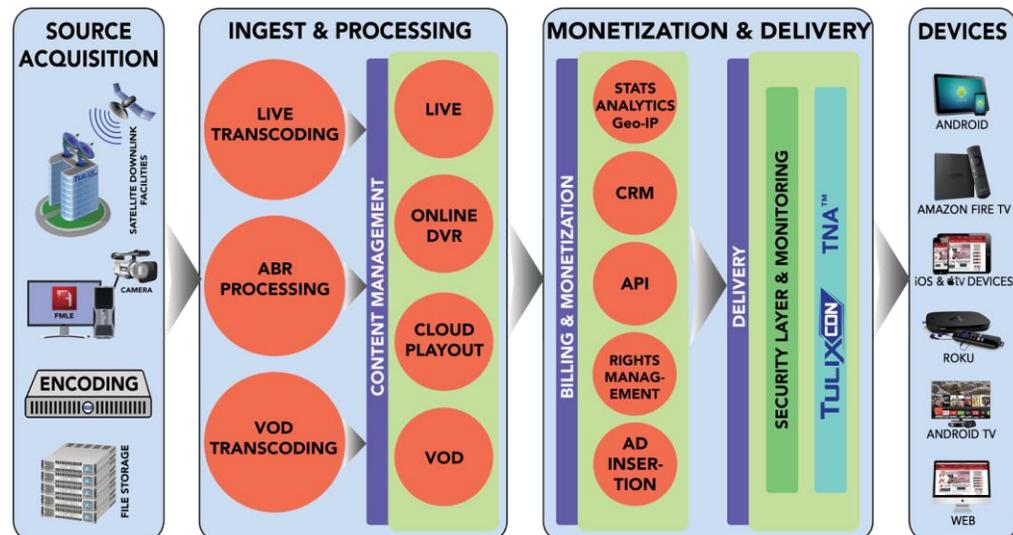


Live Event Streaming

A reliable streaming infrastructure is crucial for event streaming. Unlike a static video, this is live, so there is no rewind or catch-up if the stream hits a snag. Tulix's infrastructure was built specifically to provide the highest quality, most reliable live streaming possible, so event streaming is one of the areas in which we excel. Whether you're streaming the local high school soccer game or a massive concert, we'll help you package, monetize, and deliver your content to get it in front of audiences of any size, all over the world, on any screen.



Components

Encoding: When you're out in the field, the equipment and internet connection you have aren't always optimal for streaming. We help you find the best configuration and test with you to make sure everything is running smoothly ahead of the event.

Adaptive Bitrate (ABR): ABR is crucial to ensure that all viewers can watch your stream without buffering. We transcode your stream in the cloud to as many profiles as you need, so that you can use your uplink bandwidth to provide the highest quality source possible.

Global Stream Delivery: Your live event is delivered via Tulix's Video Delivery Network (VDN), engineered to provide the best possible live streaming experience along the world's fastest backbones using route optimization technology.

DVR and Catch-Up: Let viewers rewind instantly to catch up on anything they missed with Tulix's cloud-based DVR. Your live event is recorded in real-time and the player lets viewers scroll back to any moment in time.

Web & Apps: Let viewers watch your events wherever they are with custom web streaming and apps for all major platforms (including Roku, iOS, Android, Amazon Fire TV, and more). Brand, authenticate, and provide archives or additional content that complements your live streams.

Monetization: Charge pay-per-view fees for access to your content, provide your past archives for a subscription, or run pre-roll ads to generate revenue. We give you all the tools you need to monetize your content in a multitude of ways.

Social Integration: We'll help you integrate your stream directly into your social media pages, and make it easy for your viewers to share it, giving you maximum exposure.

Authentication & Security: We'll help you lock down internal streams so only approved viewers have access to them. We also use token authentication so no one can share your live stream or watch it on an app or website not authorized by you.

Advanced Analytics: See detailed stats during and after your stream that help you make real-time and post-event adjustments. Know exactly who's watching your stream, where, on what device, and for how long with Tulix's analytical suite.

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Benefits

Testing and Configuration:

You don't want event day to be a dry run of your streaming solution. We'll help you pick out an encoder and run extensive tests from your uplink location until you're satisfied that everything is stable and ready to go. We'll also help you customize your stream, including the ABR profiles, player, and anything else.

Stability at Any Volume:

Our event streaming is done on a high capacity infrastructure of 10 GigE streaming platforms. We can provide full redundancy of streaming components and allocate sufficient resources to handle any potential spillover in case your event exceeds expected traffic. We also make sure every component (including the player, web assets, apps, etc.) is prepared to handle large numbers of viewers.

Field Support:

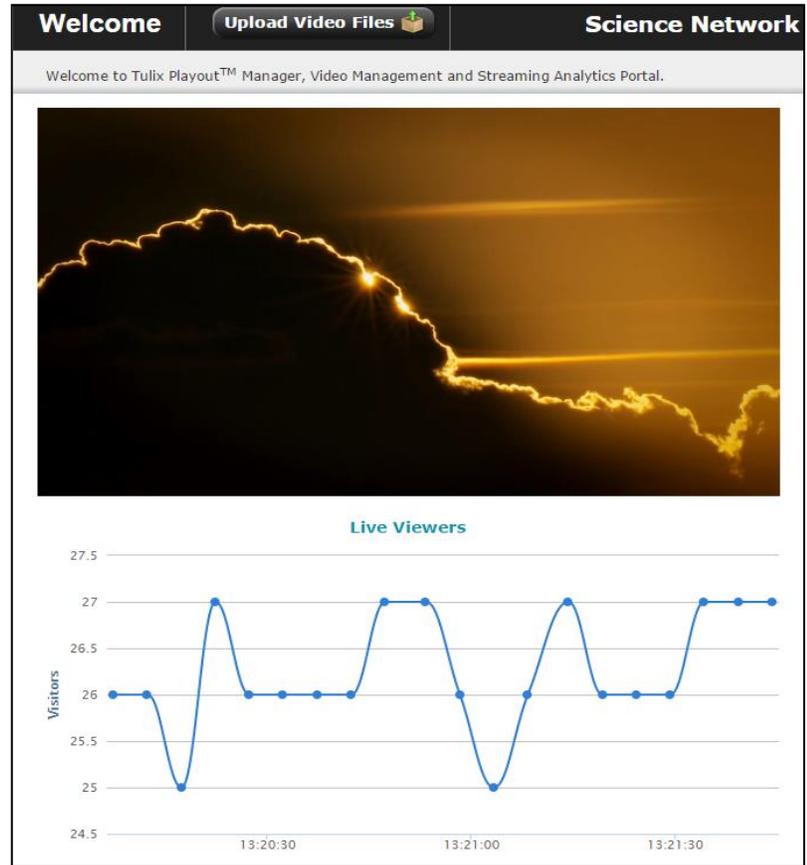
Our support staff is at the ready to help you with anything you need come event day, whether that's last minute encoder tweaking or helping you troubleshoot viewer issues. We want to make sure your event goes as smoothly as possible.

Highest Quality, Global Reach:

Your viewers want to watch your content stutter-free, on any device, wherever they are in the world. Tulix's Video Delivery Network (VDN) is built and optimized specifically for streaming video delivery and we guarantee the best possible viewing experience around the world on all devices.

Turnkey:

We have extensive experience providing complete live streaming solutions for event producers. While our core strength is the technology behind our streaming-optimized VDN, we also provide all of the components that sometimes get overlooked. You may have a CDN that can support a million viewers for your stream, but if the website that contains your player is hosted on a server that can only handle one thousand, you're going to end up with a crisis on your hands on event day. We provide every component of your event streaming solution, so you have the best possible and most stable experience for your viewers.



The screenshot shows the Wowza Media Systems interface for a channel named 'Concert'. The top navigation bar includes 'Welcome Concert', 'Home', and 'Log Out'. The main interface is divided into several sections. On the left, there is a 'Channel Admin' menu with options for 'Add Channel', 'Edit/Delete Channel', and 'Channels'. The 'Channels' section is expanded to show 'Concert', 'Demo Channel1', and 'Demo Channel2'. The main content area displays 'Concert' with an 'Edit/Delete' button. Below this is a 'Streaming Usage Report for Concert' showing 'Current Live Viewers By Device Type' for PC/Mac (0), iPhone/iPad/Android/Roku (0), and Legacy Android/BlackBerry (0). It also indicates 'Encoder: ONLINE', 'Watching Live: 0', and 'Connections Total: 3 (last 1 days)'. The 'Live Flash Player Embed Code' section provides a code snippet for embedding the player. The 'Mobile browser streaming URLs' section lists URLs for iOS devices, Flash, Android/BlackBerry, MS Smooth, and Adobe HDS. The 'Multi-Device IFrame embed code' section provides a code snippet for embedding the player in an iFrame.