

IBM Enterprise Video Streaming



Designed to reliably deliver video experiences to audiences of any size

Virtual events are a requirement in today's hybrid workplaces for both internal and external audiences and protecting a company's confidentiality is paramount in the digital world. As virtual events continue, privacy, reliability and scale are critical.

IBM Enterprise Video Streaming helps you address the need for secure experiences across live, simulated live and on-demand video that will "wow" your audience, while reducing risks of connection failures as audience size grows.

Reliable delivery to large audiences

Proven to support over a million concurrent viewers without fail, the platform provides automated source switching, optimizing across multiple content delivery networks (CDNs). Video is also automatically transcoded to support virtually any viewing device.

Security-rich

Multiple authentication features are available which can be toggled on or off, including restricting audiences by email domain, specific lists of invitees, or simply requiring valid email addresses. For internal audiences, additional options include corporate sign-on (SSO) and groups. Robust chat and Q&A moderation features also help ensure only appropriate audience interactions.

AI video analysis

AI video analysis provides automated closed captioning in multiple languages, expanded content accessibility and improved viewer search and discovery. The user experience also utilizes a customizable video portal that includes AI-driven search capabilities.

Easily embeddable

The video player, interactivity and registration components can all be embedded on any website(s) you choose with simple to use embed codes available in the dashboard.

ibm.com/watson/media

IBM helps you deliver:

- **Virtual events & conferences** with customizable registration experiences
- **All-hands communications** from town halls to less-formal executive addresses
- **Training and enablement** with AI-driven searchable archives and completion tracking
- **Large-scale video meetings** extending the reach of meetings hosted on platforms like Cisco Webex and Zoom



Monitoring and tracking

Monitor viewer connections in near real-time during your event – including buffering rates – to help improve troubleshooting. Analytics can also reveal insightful usage patterns such as viewership by device or location. This data is available down to the individual level so you can determine content completion rates and track most popular videos.

Enterprise Content Delivery Network

Video is typically one of the most resource-intensive processes for a corporate network. The Enterprise Content Delivery Network (ECDN) is an optional add-on and is a virtual appliance installed on location that helps mitigate network strain by caching live and on-demand video.

To learn more about IBM Enterprise Video Streaming, visit <https://www.ibm.com/products/enterprise-video-streaming>.

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