

DATA SHEET

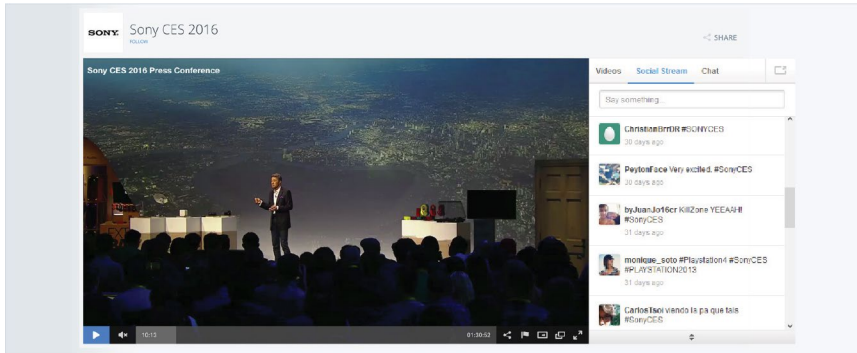
IBM Cloud Video Streaming Manager

End to end streaming video
solution for live broadcasting



IBM Cloud Video Streaming Manager

IBM® Cloud Video Streaming Manager is one of the most scalable and reliable global streaming video platforms for broadcasting product launches, media and marketing events. The platform leverages Watson AI technology to simplify end-to-end workflow for live and on-demand video.



Sony channel page on IBM Cloud Video²

Powerful, yet simple to use

IBM Cloud Video Streaming Manager is simple enough for beginners, yet flexible enough for experts. Broadcast to millions right from your browser, no technical experience or software download required — or craft a full-scale, multi-camera production utilizing IBM Cloud Video’s certified partner encoding and production hardware.

Engage your audience

Harness the power of IBM Cloud Video’s Facebook and Twitter integrated social stream to tell your story, drive traffic, and amplify your social media presence. Chat with fans and followers in near real-time and enhance your viral reach by enabling viewers to share your content with their own followers.

Control your visibility

Manage the distribution of your videos with IBM Cloud Video’s flexible publishing and syndication controls. Embed your videos and live broadcasts on your website or on your IBM Cloud Video channel, white-listing or black-listing domains. For complete control, restrict access with password protection.

Reach people on-the-go

IBM Cloud Video’s integrated Cloud Transcoding Service helps ensure that your viewers get an optimized viewing experience, independent of the device that they are using, with adaptive bitrate delivery from a single high resolution stream ingest.



Best Live Video Platform¹



“Using LiveAd and using IBM Cloud Video, we’re able to reach beyond the 300 press people sitting in the event with us. We’re now able to reach over 390,000.”

— Michael Garant
Mazda



“We were able to reach over 90,000 unique viewers for our product launch and there was over 166,000 total views.”

— Joe Sparacio
Roland Corporation

Understand your audience

Gain insights into your audience's viewing behavior with near real-time broadcast monitoring and deep analytics. Capture data, generate reports and mine demographic information with IBM Cloud Video's powerful and easy to read dashboard.

Extend the value of your broadcasts

Expand the value and reach of your live streams with IBM Cloud Video's auto-archiving functionality. All live content is automatically recorded and available as on demand video or for programming in a live linear feed with IBM Cloud Video's Live Playlist feature.

Capture viewer details and register attendance

Grow your sales pipeline with IBM. Create custom registration forms to capture information about your viewers. View registration data online or download it into your CRM or marketing automation platform for analysis and follow-up.



The image shows a registration form for a live event. The header text reads: "Live from Wally World - Celebrating 50 Years of Sand & Water" and "UPCOMING EVENT ON DECEMBER 1, 2015 10:00AM PST". Below the header are five input fields: "Name", "name@company.com", "Phone", "Company", and "Job title".

Support plans to help meet your needs

Our enterprise support plans are designed to help you succeed, offering 7 day phone support, web-based help resources, and optional managed event and production support for large-scale, business-critical broadcasts.

Automatic Video Captions

Generate automatic speech to text and captions with Watson's artificial intelligence capability.

- No need to work with 3rd party firms
- No cost captioning
- Automatically default to publish with captions or without

Contact IBM Cloud Video to learn more by calling +1 800 778 3090 or visit www.ibm.com/cloud/video

IBM Cloud Video

IBM Cloud Video delivers reliable and scalable video streaming services globally. Combining robust video functionality and exceptional cognitive abilities, IBM Cloud Video provides one of the most comprehensive video offerings available today. For more information on IBM Cloud Video, please visit www.ibm.com/cloud/video.

Features

- Integrated content management
- Automated captioning and speech to text
- Included multi-CDN Delivery
- Cloud-based transcoding with adaptive bitrate delivery
- Support for professional encoding / production gear
- Auto-recording
- Video upload
- Live Playlists
- Custom branding
- Embed control
- Password protection
- Syndication
- Dedicated channel pages
- HTML5 player
- Integrated chat
- Social sharing with Facebook and Twitter integration
- Multiple admin support
- Live analytics dashboard
- Lead capture
- Enterprise support plans, including managed events and production services

Applications

- Webinars and webcasts
- Video marketing
- Press conferences
- Product launches
- Entertainment events
- Sporting events
- Conferences
- Training and education
- Community outreach
- Houses of worship

About IBM Cloud Video

Created in January 2016, IBM Cloud Video brings together innovations from IBM's R&D labs with the cloud video platform capabilities of Clearleap and Ustream. Through the unit, IBM delivers a powerful portfolio of video services that spans open API development, digital and visual analytics, simplified management and consistent delivery across global industries. IBM Cloud Video supports top media and enterprise companies with reliable video on-demand and streaming services.

For more information on IBM Cloud Video, please visit www.ibm.com/cloud-computing/solutions/video.



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550 Kearny Street
Suite 600
San Francisco, CA 94108

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Footnote

1 The 2016 Streaming Media Readers' Choice Winners, streamingmedia.com, <http://www.streamingmedia.com/Articles/Editorial/Featured-Articles/The-2016-Streaming-Media-Readers-Choice-Winners-114418.aspx>

2 Sony CES 2016 Press Conference, <http://www.ustream.tv/recorded/81044847>