

# IBM Video Streaming Integration for Cisco Webex

IBM Watson Media

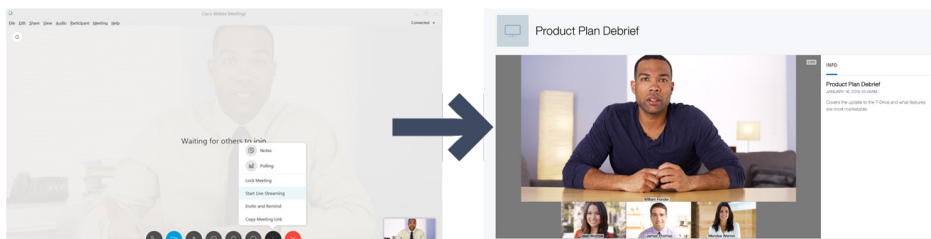


Cisco Webex™ Meetings allows users to push a video conference to a live channel hosted through the IBM® Video Streaming or IBM Enterprise Video Streaming offerings. This functionality helps you reach larger live audiences, automatically archive video conferences for later use and access key analytics related to your streams.

## A solution to help streamline broadcasting

This integration allows users to log in to their IBM Video Streaming account from inside Webex with the click of a button. Users can then select a channel and stream their video conference for other viewers. This technology is designed to help you:

- Broadcast from Cisco Webex Meetings without going to your IBM Video Streaming account
- Live stream a one-on-one or multi-user video conference
- Increase compatibility across devices with live transcoding of streams
- Support viewers on slower connections by automatically creating multiple bitrate and resolution combinations



## Engaging video conferencing

Manage projects, host meetings and support faster, more-informed decisions through Cisco Webex Meetings, an integrated web conferencing service designed for interactive online meetings through audio, video and real-time content sharing. Webex Meetings offers:

- Active speaker technology that focuses the video on the current speaker
- Document and desktop sharing during meetings
- Support for users on virtually any major mobile device or video system

## Scalability

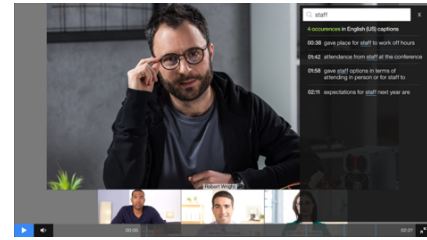
Streamed Webex sessions are delivered through Software Defined Content Delivery Network (SC-CDN) technology from IBM® Watson Media to help improve reach and scalability. This technology includes:

- Built-in QoS (quality of service) that helps optimize delivery around near-real-time performance data
- Delivery through multiple CDNs to help increase scalability and global reach of content

## Archived meetings with closed captions

Once a Webex meeting is streamed, the IBM Video Streaming platform creates an on-demand version of the session. Using IBM Watson, captions are automatically generated, appearing on the video and aiding in search results. These captions are:

- Archived automatically with no additional setup
- Generated through IBM Watson Media speech-to-text capabilities
- Searchable inside the video to help users jump to relevant moments
- Editable through a web-based interface so users can trim unwanted moments at the start or end of the video
- Downloadable by account administrators and managers



## Cisco ISR 4000 series helps reduce network strain

Through Enterprise Content Delivery Network (ECDN), streamed Webex sessions can be cached on the Cisco Integrated Services Routers (ISRs) 4000 series, helping reduce strain to a single instance regardless of the number of viewers. This functionality:

- Offers local delivery scale with the potential to reduce the total bandwidth consumption
- Includes a web-based administrative portal accessible by virtually any modern browser
- Measures video usage and bandwidth consumption with detailed reporting

## Protecting content access

Owners can restrict access to content streamed through the Webex integration. This includes limiting audiences to internal stakeholders through integrations with Security Assertion Markup Language (SAML)-based single sign-on (SSO) solutions. These tools help users:

- Protect video through existing corporate directories, giving viewers familiar login credentials to access internal content
- Utilize turnkey integrations with SSO providers like Okta, OneLogin and G Suite by Google
- Restrict embedding video players to a website or even an intranet using domain controls

## Usage tracking and analytics

Content streamed and hosted through IBM Video Streaming features near-real-time tracking and monitoring. In addition, content owners can see historical and real-time analytical data. Additional tracking features include:

- Audience size and geographic location
- Usage on a per-viewer basis to use in compliance training or measuring completion rates
- Live-stream performance monitoring

**Interested in learning more?** Contact an IBM Watson Media expert by calling **1-800-778-3090**.

### Note:

The integration mentioned in this data sheet requires version 39.x of Webex Meetings. Please [contact IBM Watson Media](#) about enabling the feature. This Webex and live video streaming integration capability is provided and supported exclusively by IBM.

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