

C21 Live Streaming Hybrid Platform

Businesses are demanding Cloud-based solutions that combine low investment, reliability and quality.

Market trends in media streaming point to a clear growth in its use by businesses. What began as a solution to buffering problems in the broadcasting of small-scale videos has become mainstream and is challenging the most prepared organisations in terms of infrastructure to respond directly to the audience explosion that may end up jeopardising their image and their revenue.

So, with broadcasting being a critical and key factor, companies that broadcast their video content over the Internet are demanding latest generation streaming solutions. The streaming qualities that are the focus of everyone's attention are the quality of the stream, tailoring to any device, connectivity and ultimately availability.

At Cires21, from our position as a leader in live streaming with Tier 1 customers, we are aware of the need to offer agile solutions to businesses, with Cloud-based systems that combine the requirements of low investment, reliability and quality that their huge audiences demand.

 **Challenge:**
To reach and maintain the streaming quality levels demanded without the cost spiralling

From the business viewpoint, content monetisation methods are improving significantly and have also managed to reduce costs. Audience and streaming quality statistics are even available, which enable increasingly reliable decisions to be taken.

However, investment capacity in physical platforms to address signal acquisition, encoding and publishing activities is limited; not so the need to handle peak loads, deal with bandwidth issues and maintain high streaming availability.

This is not to lose sight of an increasingly global audience, whose capacity for assessing and identifying trends is growing in line with its streaming consumption. Audience opinions are essential and are of unparalleled value to the business sector, since capturing the audience is exceedingly difficult, whereas any defect in quality or availability may risk losing it.

In this scenario, how do we continue to provide the levels of streaming quality and availability that businesses require, regardless of one-off situations in the local environment? How do we maintain and increase the loyalty levels of their audiences without driving up the cost? How do we make profit and, what is even more difficult, how do we increase it? Moreover, how do we do all this at a pace that is in line with technological improvements and market demands?

 **Solution:**
**Cires21 Hybrid Streaming Platform:
 On premises + Cloud**

The core of our technology at Cires21 is encoding: we are strongly committed to meeting this need and we have added a hybrid capability to our on-premises Live Streaming Platform to address any scenario that may arise.

The solution combines a single interface and on-premises capability with a set of Cloud-based resources that allows it to address any situation that involves an increase in audiences and devices. Its elasticity makes it possible for the platform's resources to be extended and enables potential streaming activities to be handled without the need for additional investment and without the need to have staging-type environments. This elasticity is based on the platform's capacity to create servers dynamically with the virtual software resources of Cires21: encoders, monitoring resources and live video editing, among others.

These tools have a short lifespan, in line with the one-off requirement demanded of them. After the event or situation that required peak encoding, all the technical resources that were allocated are freed up and costs cease to be incurred. In short, it is a complete encoding platform that is activated and deactivated on schedule and with the commensurate technological dimension and costs.

Furthermore, it delivers new mechanisms that allow availability to be improved: a task that takes place on the customer's site can now be executed in the Cloud instantaneously.

"It allows us to decide when to execute an encoding, editing and/or monitoring process according to factors such as bandwidth, platform capacity and the number of events."

✓ **Benefit:**

Present and future streaming quality without investing in infrastructure

The Cires21 hybrid platform is improving day-to-day streaming quality at the same time as broadcasters are adapting to tomorrow's technology; it also guarantees availability, which allows audiences to grow and increases their loyalty.

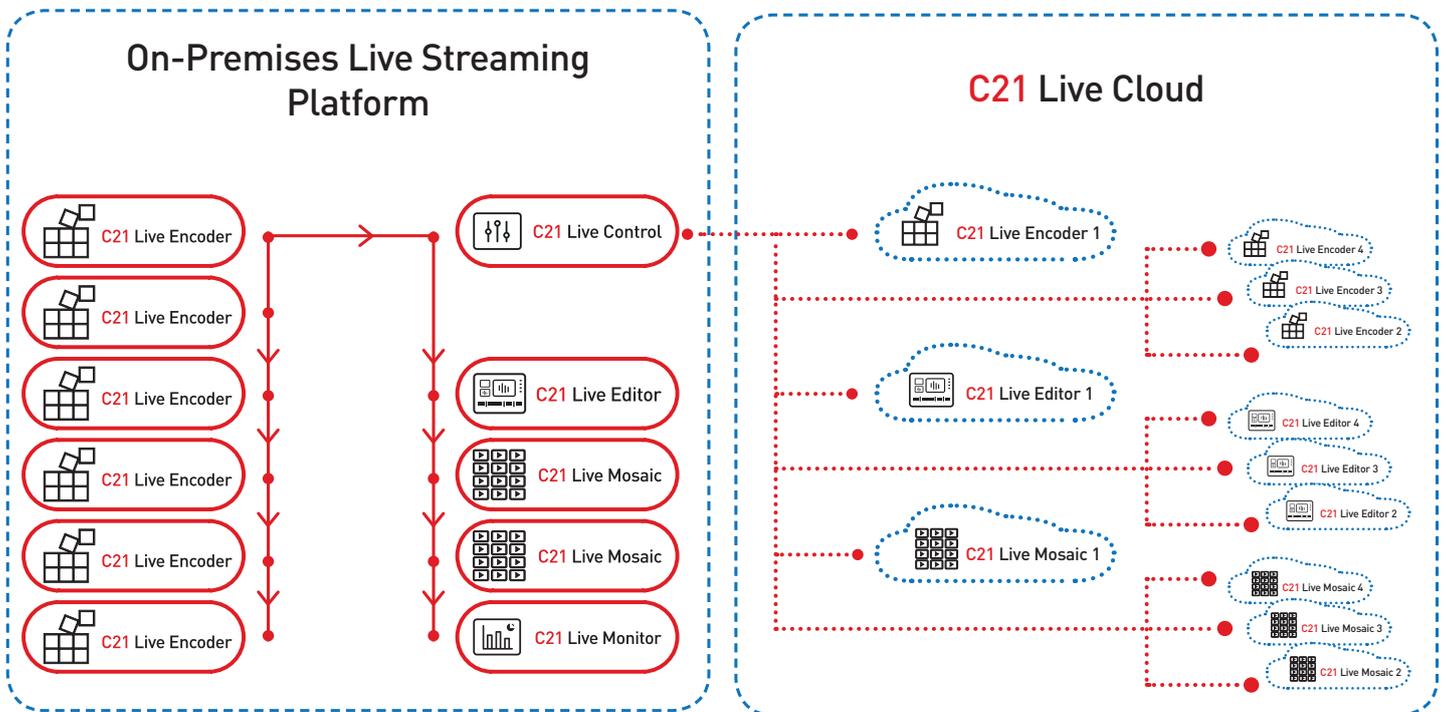
Some of these benefits are inherent to using the Cloud. The customer always has access to the latest versions of the software, so the process of being equipped with the latest technology is transparent. A major part of the cost of ownership is removed through the use of delocalised platforms, the maintenance and replacement of which is of no concern to them.

All these improvements mean that the customer can concentrate on what is the focus of their activity and leave the responsibility for technology updates to the Cloud platform of Cires21.

The quality of the video delivered, platform availability and the flexibility with which the content is provided is ultimately reflected in the overall quality perceived by the audience. It is an ever more demanding audience, one that is increasingly hungry for new features and increasingly used to consuming live video anytime, anyplace and anywhere, which we must continue to captivate.

On the other hand, the growth of expertise in content monetisation, coupled with the cost reduction that makes the hybrid model possible, helps to optimise the financial resources available. CAPEX is gradually replaced by OPEX, making the hybrid platform the right choice if significant increases in capacity are required in a way that is financially sustainable.

Cires21 Live Streaming Hybrid Platform



Cires21 provides live streaming solutions for any professional ecosystem, from major broadcasters and main event programmers to major content suppliers and pay TV channels at a global level. Based on hardware, software and the Cloud, the Cires21 streaming platform enables the media market to increase its capacity, delivering a unique Internet video experience. The Cires21 solution is the only one on the market that provides a complete encoding, recording and monitoring solution for live streaming from any source and for any user device, paving the way for the combination of appliance and Cloud-based solutions and CAPEX/OPEX business models.

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