



FlockPlay



Your viewers. Your CDN

Online video content delivery

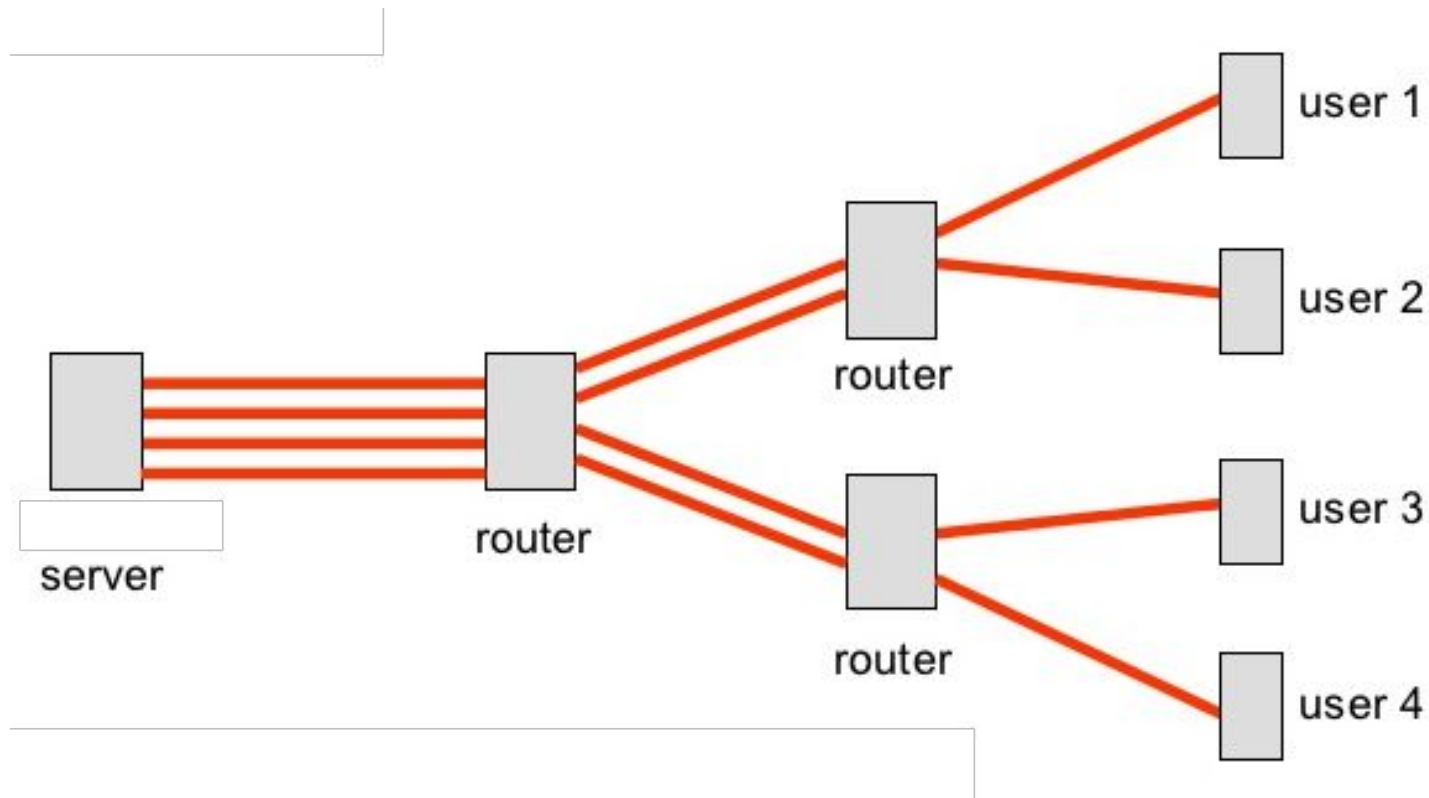
Video content delivery via Internet is a complex task.

You have to deal with:

- Latency
- Unreliable media, ISP issues etc.
- Server faults
- Bandwidth limitations & capacity

Bandwidth usage

Streaming on Internet is server-to-client and **unicast**.
Each viewer is served individually and independently.



Content Delivery Network (CDN)

Content Delivery Networks are great:

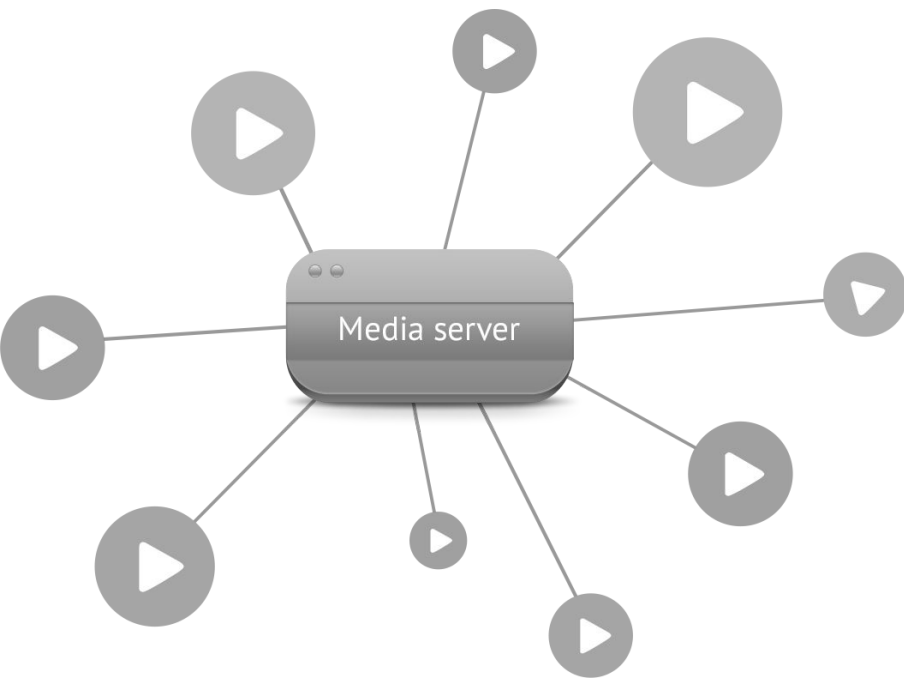
- reduce latency
- have large capacity
- fault-tolerant

Drawbacks?

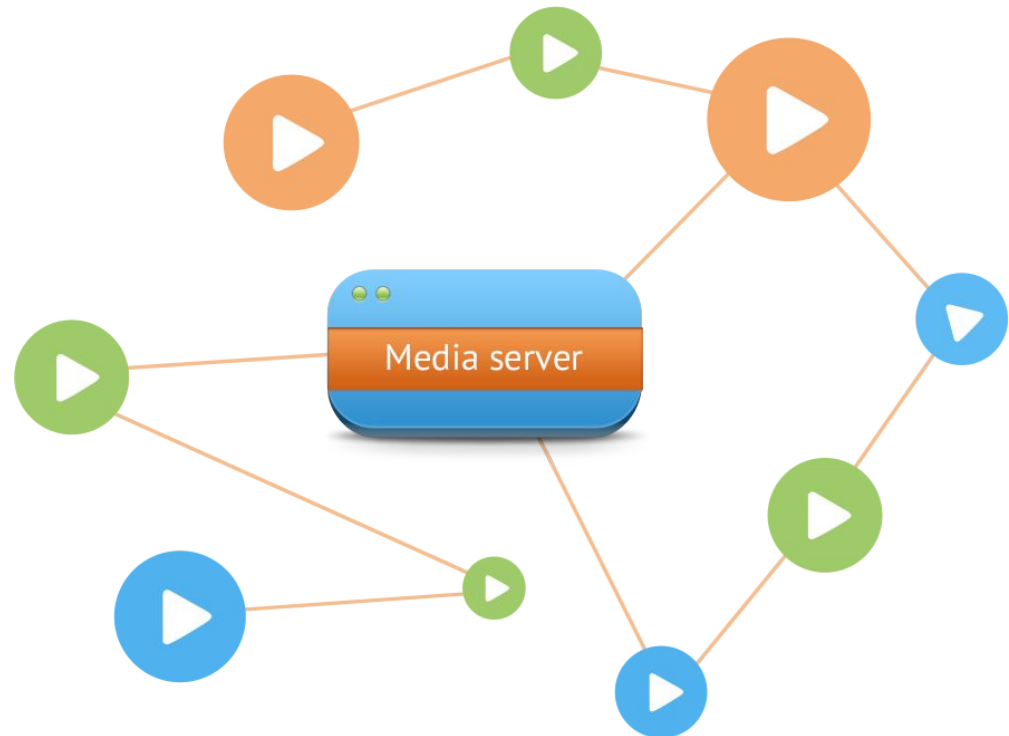
- expensive
- sudden bandwidth usage peaks cost extra money

A great improvement for OTT

FlockPlay enables **client-to-client** video delivery



Unicast only



FlockPlay:
client-to-client connections

How does FlockPlay work?

- WebRTC technology for client-to-client communication
- One viewer gets chunk of video data from the server
- Others are able to get video from him or she
- If WebRTC fails, instant and smooth fallback to CDN
- Client must be properly authorized to get video

Basic rule:

the more users are online, the better FlockPlay performs

What is FlockPlay now?

FlockPlay is a production-ready and is being used successfully for:

- live streaming
- video on demand

We provide:

- SDK
- Access to cloud server to coordinate peering network
- Control panel, usage stats, API

Advantages of FlockPlay

- greatly reduces your bandwidth use
- handles sudden bandwidth usage peaks
- transparent for viewers (no end-user plugin needed)
- fail-save
- Adobe DRM support
- works with any HTTP Streaming format
- works with any CDN, web-server, media-server

Case study

One major online video platform in Russia. Bandwidth served via **FlockPlay**:

- up to **70%** during evening prime-time
- about **30%** of regular daily bandwidth

- 100 online users are enough for FlockPlay to work
- 1000 online users are able to cut bandwidth use by 70%

Using FlockPlay

FlockPlay is completely cloud-based and offered as SaaS:

- no need to buy extra hardware
- quick and simple integration:
 - SDK or plugin for your player
 - or use our player!

Coming soon

Currently we are working on:

- HTML5 players
- more advanced, fine-granular usage stats
- DASH support
- CENC DRM support