

# The Role of Cloud in Addressing SME Challenges for the Video Sector

AI Sene  
VP Engineering





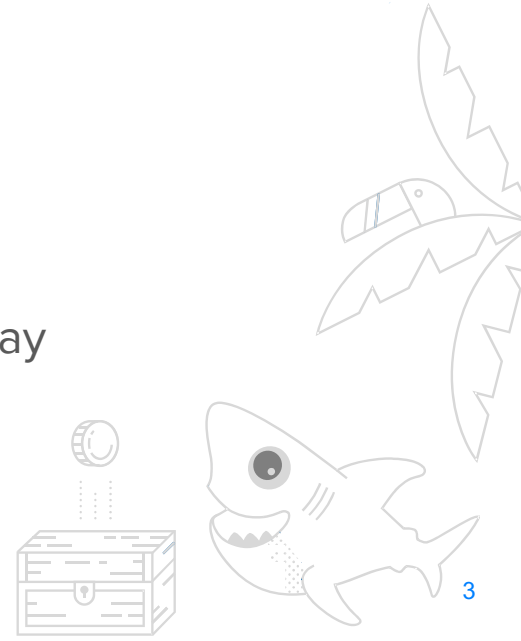
There's a **revolution**  
happening in video...





## Media & Entertainment are facing key challenges:

- **Disruption** in technology and consumer preference
- **Migration** from traditional broadcasting models
- Rise of **digital distribution** to widening array of connected devices





# How can Cloud Computing help video SMEs?

- **Time-to-Market**

- On-demand infrastructure, low-engineering, turnkey solutions

- **Scalability**

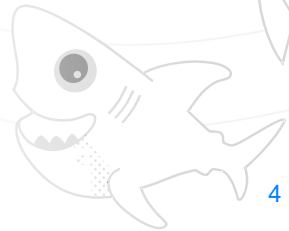
- Flexibility to dynamically allocate capacity to match demand

- **Reduced Costs**

- Pay-per-use pricing reduce upfront investment and operational costs

- **Growth**

- Ability to go beyond traditional markets and reach new customers





# Video Streaming on DigitalOcean

- Performance and scalability
  - Scale to millions of concurrent viewers without worrying about performance.
- No hidden costs
  - Understand your underlying costs easily with our simplified billing approach.
- Trusted by thousands running streaming workloads on DO today!
- Continuously Supporting Open Source tooling via our Marketplace to help scale faster!
- Supported by a team of experts to help you scale!

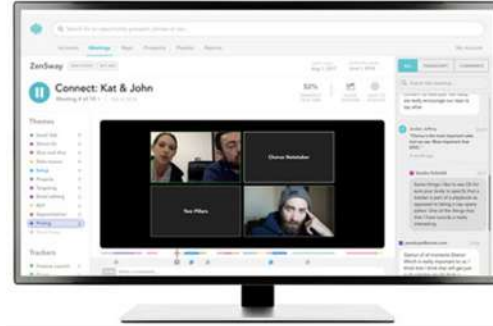




# Red5 Pro on DigitalOcean



**Limelight NETWORKS**  
Offering sub-second, global content delivery



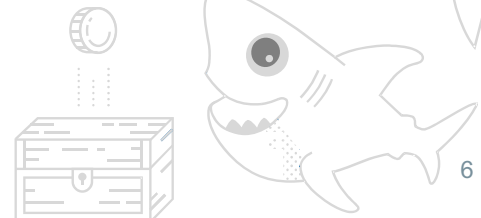
**CHIRUS**  
The market leading Conversation Cloud, built to securely capture, store and analyze your team's calls and meetings.



**SINGULAR.LIVE**  
World's most advanced digital overlay platform

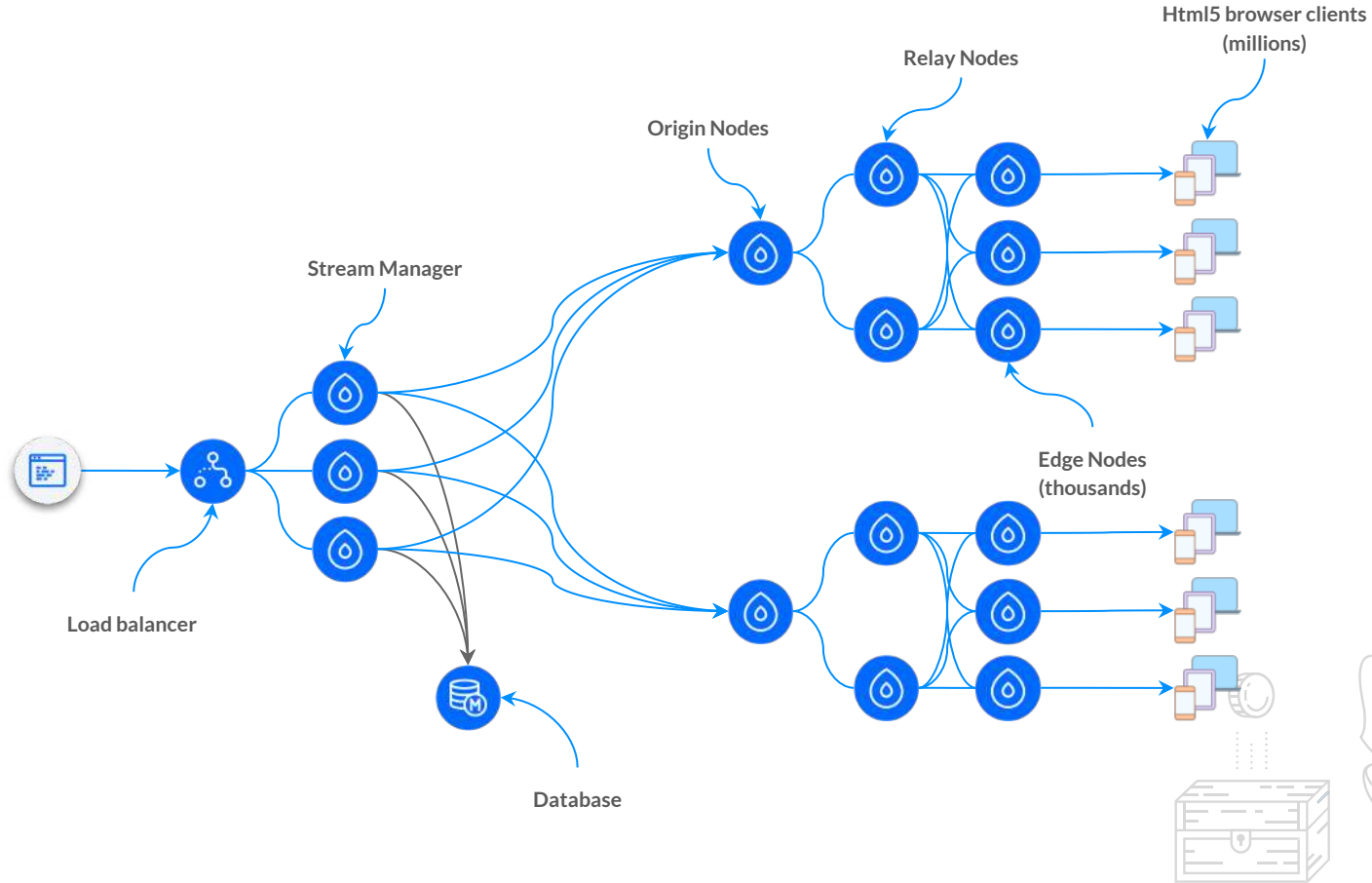


**live INTERENCHERES-LIVE**  
real-time auctions online





# Red5 Pro on DigitalOcean





# Red5 Pro on DigitalOcean

“ With DigitalOcean you can create real-time live streaming at scale coupled with performance, reliability you can trust, and a low price tag to match (1¢ per GB transfer!) ”

Chris Allen

Co-founder & CEO, Red5 Pro







# Why bandwidth intensive customers choose DO?

## Our bandwidth pricing:

- Free Inbound!

Inbound bandwidth to Droplets is always free.

- \$.01 per GB after cap.

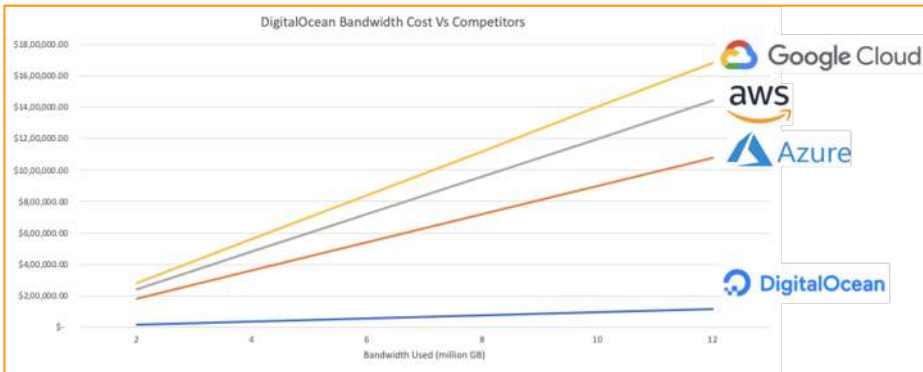
DO provides each droplet (virtual machine) a BW allotment, which is pooled with your teams resources. After the cap is exceeded, DO charges just \$.01 per GB compared to the \$.05 - \$.12 per GB cost on other cloud providers.

- Savings

Savings add up to millions of dollars for apps that require hyperscale.

- Simplicity and Transparency

DO's bandwidth pricing is uniform across datacenter regions and does not vary by slabs/tiers of bandwidth consumed. In comparison, bandwidth pricing across other cloud providers tends to be complex because they vary prices by datacenter region as well as the tiers of bandwidth transferred



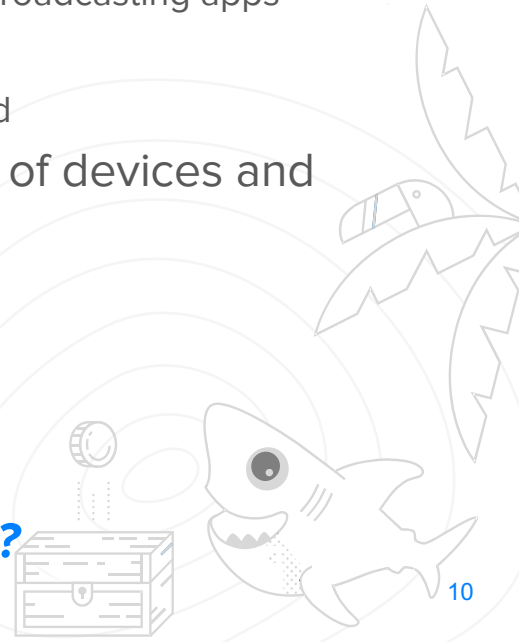


## To Summarize...

### Cloud solves several challenges and opens new opportunities for video:

- Faster content creation using existing and turnkey solutions
  - Cloud A/V, online transcoding, content management, VoD, broadcasting apps
- Lower infrastructure and operational costs
  - Pay-as-go pricing, scale usage up or down based on demand
- Media delivery direct-to consumers across a variety of devices and platforms
  - Internet, Social Media, Mobile Apps, SmartTV etc.
- Access to new markets
  - The magic of the Internet...

***Do you have a Cloud Strategy yet?***





# Thank You

Get started on DigitalOcean for free:

<https://do.co/avs2020>