

The Next Generation Online Media Platform Review of 2011



StreamUK

BROADCAST. QUALITY.



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2011: Great features power growth

In January 2011, the StreamUK online video platform StreamMP entered the online video platform (OVP) marketplace. During a prolific first year, the product established itself as functionally equivalent to the largest international online video companies. When combined with StreamUK's in-house technical support the proposition proved compelling.

StreamMP's success grew from its ability to sustain flawless and reliable quality whilst simultaneously offering innovative solutions. Its development schedule for Jan/Feb 2012, focuses on technology that helps creators make the most of their videos, enhance user engagement and connects with third-parties like YouTube, Facebook and LinkedIn.

Though primarily utilised by large content owners such as Liverpool FC and Argos, StreamMP was also used by high profile musicians such as Florence & The Machine, McFly, PJ Harvey and Adele to give them an online video presence from highly anticipated live events (most of which were pay-per-view).

Delivered by the Level3 content delivery network and built on the Kaltura open source platform, StreamMP has demonstrated its credentials as the leading European OVP.



McFly fans were in for a digital delight last year when the band announced they were to stream their Wembley concert live to iPhone users and fans across the world that couldn't make the gig.

"McFly at Wembley was the biggest single event for StreamMP in 2011.

StreamUK provided everything from production to encoding services."

The sheer size of the Wembley event was a strong indication that more and more artists are using the medium of streaming to meet their fans through multiple platforms.



StreamUK was asked to stream the prestigious Remembrance Day webcast live from Trafalgar Square in November 2011. StreamMP was used to broadcast the ceremony live online.

"The event was filmed in HD and praised for its marvelous clarity and superb coverage of an important annual event that was watched by audiences all over the country."

Over 15,000 viewers watched the webcast and the quality of the picture did justice to a truly remarkable occasion



In September 2011, Liverpool FC chose MP to power their video as they revamped their online video offering.

"The Liverpool FC head of Digital Media & Technology said the new platform was 'the most powerful online video subscription service of any football club in the world.'"

The solution is based on the global Level3 CDN, which proved itself during a two-week blind trial with Liverpool's testing community.

StreamUK showcased the new partnership with Liverpool FC at the sports technology event SPORTELE 2011 in Monaco.



DUNCAN BURBIDGE, STREAMUK CEO

"As hoped the MP platform has quickly become a preferred video solution for an array of large content owners, yet in 2012 we have a schedule of significant developments that will enable users to make the most out of their video whilst also increasing engagement with their audiences"

StreamMP generates large interest from Social Media groups



The Social Media World Forum is a great place to see the pioneering of tomorrow's online social integration. As the only online streaming provider at the event, we found ourselves answering all kinds of questions as to how managing media content online can be enhanced by the use of social media, a topic we know all too well!

Some of our most recent case studies demonstrate perfectly how ones commercial requirements can be enhanced with the help of social media activity. Product launches and live events are an opportunity to create a buzz online, but video orientated websites and content owners are now asking as to how they can maintain a consistent social media following and build an online fanbase.

This year we spoke about the success of 'Black Box' – the music showcase streamed live to huge audiences online. The project was a testament to the importance of social media within contemporary projects, it was also a great example of how a streaming series can generate a trend and large interest socially, simply by knowing your target market and utilising social tools effectively.

The functionality of 'StreamMP' is becoming the solution for many bespoke requirements. It has become clear that just being 'mobile friendly' isn't good enough anymore, people want optimisation that enables more potential for mobile and social media.

It is essentially the pace and ever-evolving behaviour of social media that has technology racing to meet its demand. Michael Nutley (Editor in Chief of New Media Age) made the claim in 2011 that; "The pace of change in new media means that even two-year-old websites can be out of date" adding to the anticipation that all social media thinkers have; 'to keep things fresh and compatible for tomorrow.'

It was for this reason StreamMP generated a large interest from social media fanatics at the SMWF event, acclaimed not only as an effective online video tool, but also for its momentum in meeting the requirements of new and social media. Now a primary focus our development pipeline, StreamUK continues to offer a bespoke media platform that evolves in response to user activity.



After StreamUK's online video partnership with Liverpool FC was established, the team travelled to the sports technology event SPORTEL in Monaco to showcase the platform with some of its partners.

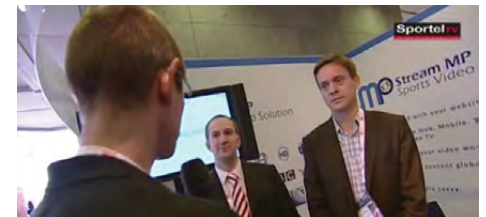
The four-day event was a great success for MP as it generated a large amount of interest amongst the sports technology industry.

During the event StreamUK CEO Duncan Burbidge was accompanied by the Liverpool FC Head of Digital & Technology Andrew Robinson in a SPORTEL TV interview. It was a great opportunity for Liverpool FC to announce that the new online video offering was now "the most successful [online video subscription service] of any football club in the world" adding further credibility to the offering of StreamMP and the value it adds to some of the biggest content owners in the sports industry.

There were also a few famous faces mingling around the StreamUK exhibition stand both Prince Albert II and British darts Champion Phil 'The Power' Taylor were snapped with Duncan Burbidge and Joe Bray (CTO) at the event.



StreamUK CEO Duncan Burbidge with British darts Champion Phil 'The Power' Taylor at SPORTEL Monaco.



Liverpool FC's Head of Digital & Technology Andrew Robinson, interviewed with StreamUK's Duncan Burbidge at SPORTEL Monaco.



Duncan Burbidge talks with Prince Albert II, who made an appearance at the SPORTEL event.



During its first month StreamMP was used to live stream the launch of the new AT&T Williams F1 car.

The StreamMP platform was used for the highly anticipated launch of the AT&T Williams F1 racing car.

StreamUK was responsible for the production, streaming and encoding to the StreamMP player that was hosted on the Williams F1 website.

Until recently even large companies have struggled to broaden the size of launch audiences. As television can often be an improbable option, businesses are now turning to internet streaming to reach unlimited viewers with a shared interest, generated from the use of social and online media.



Justin Bieber fans all over the world waited anxiously for the unveiling of the stars wax model, the latest installment from Madam Tussauds.

StreamUK were asked to film, encode and broadcast the event live upon the specially designed Bieber micro-site, so thousands of fans could watch him compare himself to the life-size model.

As Justin has over 8 million followers on twitter, the event was a great chance to test mass social media benefits for clients using internet streaming

Our partnership with Level3 also gave a clear and precise analysis of the viewing figures.

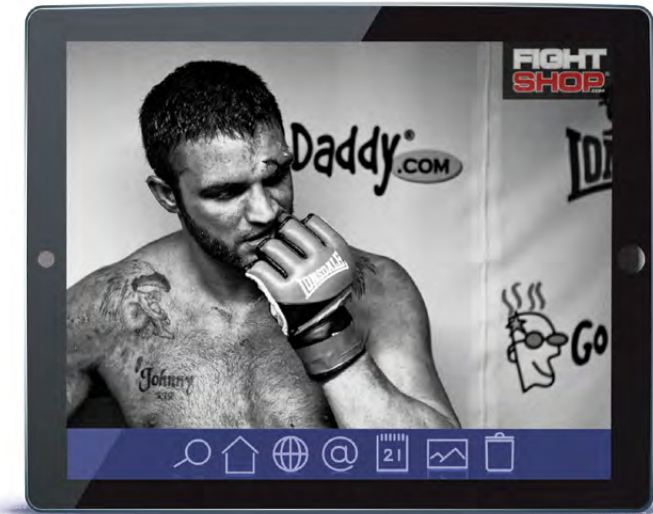
The event was also a great opportunity for StreamMP to demonstrate its advanced functionality to a worldwide audience.



StreamUK team up with the Camden Roundhouse to offer gifted directors and musicians and internet audience the size of Wembley Stadium.

As an alternative series of events, the BLACK/BOX project relied significantly on the power and influence of social media, an aspect of functionality that has now become a primary development scheduled for 2012.

BLACK/BOX showcases consisted of creative and experimental performances enjoyed by music fans all over the world, presenting an innovative alternative to live music. Accompanied by social media, the online music community can now easily follow and introduce others to new and exciting acts pronouncing new prospects for live music in the digital age.



In March StreamMP was used by the British Association of Mixed Martial Arts to help them accomplish their goal of marketing the sport to an ever-growing online audience.

Established in 2009, BAMMA's aim was to build the reputation of mixed martial arts as a legitimate sport in the UK, raise awareness of the sport and its potential to a UK market.

StreamUK designed the BAMMA micro-site and took full responsibility for the live stream from Wembley Arena to the specially built BAMMA page.

MP was also used to manage the archive and ondemand video available for online consumers accessing BAMMA.tv.

The project was a great way for StreamMP to forefront what would be a national campaign for a highly popular online video strategy. The reliability and innovative features of StreamMP contributed significantly to the online video success for the BAMMA organisation.



McFly fans were in for a digital delight last year when the band announced they were to stream their Wembley concert live to fans that couldn't make the gig.

McFly at Wembley was the biggest single event for StreamMP in 2011. StreamUK provided everything from production to encoding services.

The initial consultation that took place with StreamUK, brought a huge technological requirement that would see over 2 kilometers of fibre optic cable and copper cables used as well as two telecast python systems based under the stage and the front of house.

The sheer size of the Wembley event was a strong indication that more artists are using the medium of streaming to meet their fans through multiple platforms.

The streaming quality and consumer volume was also a testament to the growing requirement for accessible content, the capabilities of modern technology and the expert production management.



Bombay Bicycle Club play live on MP for FORD's 'Bands In Transit' campaign.

MP was used as the online video solution for FORD's digital marketing campaign 'Bands In Transit.' Providing the production, encoding and player for the event, the campaign became a big hit amongst the online music community. Through the music agency Love Live, the band join a long list of musicians that are taking advantage of live streaming to make their gig accessible to thousands of fans all over the globe.

The 'Bands In Transit' campaign "brings you performances and interviews from established stars to breakthrough newcomers in the back of a Ford Transit". The campaign gained thousands of viewers accessing the content via the 'Bands In Transit' page, as well as a dedicated link to a BBC FaceBook page.



StreamES live stream Barcelona's last historic bullfight.

During 2011 StreamUK's Spanish sister company StreamES was also busy streaming the last ever historic bullfight to take place in Barcelona. The last bullfighting event that was to take place before the ban came into effect in Jan 2012, was widely watched by international audiences.

The event coincided with Barcelona's 'La Merce' city festival where the Spanish bullfighting icon Jose Tomas performed in-front

of thousands to celebrate the end of the traditional sport in the historical city.

Marco Hierro, Burladeros

Project Manager said;

"Such a historic event comes with the great responsibility to ensure our viewers are able to get the highest quality coverage. StreamES are able to meet these requirements and even add more value to the content."

British Supercross goes LIVE with StreamMP

Amongst the sporting highlights for 2011 was the British Supercross Championships. MP was used to stream the event globally in what turned out to be an enormous annual event for UK motorsport.

For the first time British Supercross was offering a LIVE online production of the event, including 10 British Championship finals, in pay-per-view using multiple HD cameras to transmit the high energy action around the globe via its streaming partner StreamUK.



Liverpool FC chooses StreamMP for a total revamp of its online video offering.

In September 2011, Liverpool FC chose MP over international competition to power their online video as they revamped their online video delivery offering. The MP powered service was announced in November 2011 to be:

“The most successful [online video subscription service] of any football club in the world”

The solution is based on the global Level3 CDN, which proved itself during a two-week blind trial with Liverpool’s testing community. The network successfully demonstrated that it is able to deliver superb quality video to all corners of the globe.

Michael Crowder, Systems and Development Manager at Liverpool FC commented, “We are committed to delivering the very best functionality and quality to our fans. StreamUK shares these aims and has the know-how to implement them.” StreamUK showcased its partnership with Liverpool FC at the sports technology event SPORTEL in Monaco 2011.



Both Florence and PJ Harvey use StreamMP to reach internet audiences in 2011

Both Florence And The Machine and PJ Harvey closed what was a very busy year for live music on media platform. Both enquiries came within the same week, showing encouraging signs for MP that throughout 2011 was contributing a lot to the technology that shares live music globally.

StreamUK were in charge of the satellite connectivity and encoding whilst its CDN partner Level3 delivered the content from the StreamMP platform which was compatible with mobile devices.

Duncan Burbidge CEO said: *“The success of our online video platform StreamMP has led to a valuable understanding of the online music experience. We use this to increase the quality of the online experience as well as meet the artist’s desire to reach those audiences globally.”*





StreamMP used for the RBL Remembrance Day webcast from Trafalgar Square in HD.

StreamUK was asked to do the prestigious Remembrance Day webcast live from Trafalgar Square in November 2011, using StreamMP to share the high quality content with thousands online.

The event was filmed in HD and praised for its marvelous clarity and superb coverage of an important annual event that was watched by audiences all over the country.

Over 15,000 viewers watched the webcast and the quality of the picture did justice to a truly remarkable occasion.



StreamMP helps create virtual online whisky tasting for Glenfiddich.

The world renowned scotch whisky brand Glenfiddich called upon StreamES in December to stream, encode and create a microsite for an innovative virtual whisky tasting event, hosted by the Glenfiddich brand ambassador Ian Miller in Madrid.

The live streaming event also included coverage of the brands distillery in Aberdeen Scotland, all part of a major marketing campaign that stems from a blog called 'The Trend Explorer' a Glenfiddich sponsored site that covers business, technology and lifestyle for those who like to keep up with the latest modern trends

StreamES was chosen due to its commitment and reliability for providing high quality streams despite capturing content from two European locations, which are over 1600 miles apart.





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DETAILED
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