

MEDIA STREAMING IBM AND CLOUD VIDEO STREAMING

DEFINING MEDIA STREAMING

It is a method of delivering multimedia elements usually video or audio from a data-streaming service provider to the users. The protocols it uses includes:

- HTTP (Hypertext Transfer Protocol)
- TCP/IP (Transmission Control Protocol / Internet Protocol)
- HTML Protocols

Streaming media is either video or audio content sent in compressed form over internet, rather than saved to hard-disk. Because of media streaming, users does not have to download a file to play and view it. Users can fast-forward, rewind, pause, stop that streaming video what they can with a downloaded file.

Cloud technology has a number of advantages that aid content providers to deliver systems. A large storage facility is available for cloud computing providers for maintaining libraries along with a high computation power for streaming servers. It also provides an engine for encoding, decoding and transcoding content. Audio streaming was the first to gain widespread fame as a media application on Internet. The streamed audio gets expanded its field using cloud computing to make radio. VoIP is a form of audio streaming based on specialized protocol.

Some of the advantages of streaming media are:

- It makes possible for cloud users to view interactive applications like video, searching them and personalized playlist.
- It provides the content makers with more control over his intellectual property as the video file isn't stored on the viewer's computer.
- It provides an efficient use of bandwidth. This is because the transferred file is the only part that is being watched.
- It allows content delivers for monitoring what visitors are watching.

Encoding.com offers a great example of how the cloud can be leveraged for providing service on demand. This site advertises itself as the world's most popular encoding/transcoding service. Encoding.com also provides static picture file conversion, audio, and video file conversion. Most of the cloud business focuses on streaming file formats used for audio and video work. There is the most popular conversion provided by that site. These are:

- AVI to WMV
- Any video to 3GP
- MP4 to WMV
- FLV to MPG

- 3GP to WMV
- WMV to MPEG
- AVI to MPEG-4
- VP6 to MPEG
- 264 to MPEG
- VP6 to AVI
- 264 to AVI
- FLV to MOV
- MP4 to 3GP etc....