INNOVATION

MEDIA STRAMING IBM AND CLOUD VIDEO STREAMING

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Businesses big and small are using video streaming in cloud computing as a tool for communication, education, and user experience. Gone are the days of Blockbuster video rentals, making mixtapes on old cassettes and recording television on VHS tapes. Thanks to the power of the cloud we can now stream video and more straight onto our devices. We can watch our favorite Youtube videos on our televisions, catch up on Netflix on our phones, and stream music through our laptops. Certainly, the options are endless and the technology behind them is powerful.

Media consumption has transformed in multiple ways due to cloud computing advancements. As a result, cloud-powered streaming platforms with subscription-based services are popping up everywhere. From game-changers like Netflix to Disney+, HBO, and Amazon Prime, choice in streaming services has exploded.

Video streaming in cloud computing will continue to influence and change the way that individuals stream video, music, and more. We've compiled a few ways in which the cloud is changing streaming platforms for the better.

Agility and Scale For Streaming In Cloud Computing

Streaming platforms understand that they will not always need the same amount of bandwidth and speed to keep their services running smoothly and efficiently. Instead of paying for more space than a platform may need, it makes sense to utilize the cloud to scale up or down depending on the needs of the business. Having better control of scale and being able to react swiftly to any changes ensures that the streaming process is both cost-effective and performs at its best. This ensures that the streaming experience is the best that it can be, which can be especially important for subscription-based platforms.

Even small businesses can stream video with efficiency thanks to the scalability option. High-quality services are no longer reserved solely for larger businesses that can afford the extra space. It may mean more competition for big names like Netflix, but cloud computing brings more choices to consumers.

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The Highest Potential For Storage and Data

Alongside the benefits of streaming online comes a set of unique technical challenges. Streaming video means that large amounts of data are being transmitted. This could result in latency issues which mean only one dreaded thing: buffering. We all know that a long buffering time can ruin even the best viewing experiences.

Similarly, cloud computing allows streaming platforms to leverage storage and data to ensure the highest viewing quality for consumers. This becomes particularly important in cases of live streaming. No matter if it's a conference call or a live stream video, no viewer wants to experience a lag in their streaming.

In conclusion, video streaming in cloud computing is something that allows us to experience high-quality streaming at a more competitive price. The quality of the streaming is vastly improved, which only enriches the experience of the user. Cloud technology will no doubt only continue to improve the streaming experience and new innovations will improve user experience to match.

VEXXHOST Cloud Solutions

As a reputed IaaS provider, we ensure that our clients get the best type of cloud services for their data. At VEXXHOST, we provide cloud solutions for a multitude of clients worldwide. We provide OpenStack-based clouds, including public clouds and dedicated and highly secure private cloud environments, ensuring utmost security and agility.

Take advantage of our limited-time deal just to set up a one-time, OpenStack-based private cloud deployment - at 50% off! The cloud will be running on the latest OpenStack release, Wallaby, which allows you to run Kubernetes and VMs in the same environment, and can be deployed in your own data centers with your hardware. Furthermore, all these will be deployed and tested in under a month!

5 TOP CLOUD COMPUTATING

Out of 347, the Global Startup Heat Map highlights 5 Top Cloud Computing Startups impacting the Media Industry

Startups such as the examples highlighted in this report focus on video inventory management, brand engagement, and content rendering. While all of these technologies play a significant role in advancing media, they only represent the tip of the iceberg. This time, you get to discover five hand-picked cloud computing startups impacting the media industry.

The Global Startup Heat Map below reveals the geographical distribution of 347 exemplary startups & scaleups we analyzed for this research. Further, it highlights five media startups that we hand-picked based on scouting criteria such as founding year, location, funding raised, and more. You get to explore the solutions of these five startups & scaleups in this report. For insights on the other 342 cloud computing solutions impacting media, get in touch with us.

ClouPlay improves Media Experience Management

Founding Year: 2019
Location: Istanbul, Turkey
Partner with ClouPlay for Media Content Organization

Turkish startup ClouPlay provides media experience management. The startup's cloud-based platform, *Cloud Encode*, manages, distributes, and broadcasts live media on the channels. It increases the speed and efficiency of media encoding servers. The startup's other product, *Digital OTT*, collects real-time data from different channels which enables broadcasters to make better decisions. It also assists media agencies and content creators in organizing media content, encoding live videos at higher speeds, and facilitating post-production collaboration.

M2AMedia aids Live Video Streaming

Founding Year: 2016
Location: London, UK
Innovate with M2AMedia for Remote Video Accessibility

UK-based startup M2AMedia simplifies live video streaming. The startup's product, *M2A Connect*, transitions live video workflows to public clouds. It enables the aggregation and distribution of live video streams in AWS. Besides, the startup's other product, *M2A Live*, allows content providers to deliver low-latency, highly reliable live streams. These solutions enable broadcasters and OTT platforms to streamline their live streaming services across websites.

Conductor Technologies facilitates Content Rendering

Founding Year: 2014
Location: Oakland, US

Collaborate with Conductor Technologies for Cloud-based Model Rendering

US-based startup Conductor Technologies optimizes content rendering. The startup's platform uses cloud computing to replace the traditional render farm for media production. It integrates with visual effects (VFX), virtual reality (VR), augmented reality (AR), and animation pipelines to offload rendering workloads to the cloud. This facilitates studios and content creators to leverage time-based rendering costs and provide content access to unlimited customers.

TV2Z simplifies Video Content Management

Founding Year: 2016
Location: Amsterdam, Netherlands
Work with TV2Z for Video Inventory Management

Dutch startup TV2Z provides a content management platform. It leverages cloud computing to build a video management directory. The platform allows users to upload video data from local storage to the right channels. It also allows them to control the content based on regions, like geo-blocking and allows customers to add localized metadata. This enables digital TV providers and OTT platforms to streamline video inventory management.

Crossnics facilitates Media Relationship Management

Founding Year: 2018
Location: Palaio Faliro, Greece
Partner with Crossnics for Media Brand Engagement

Greek startup Crossnics develops *MediaRM*, a cloud-based media relationship management platform. It allows users to create a live community of people and pages for media brands. The platform enables publishers, fans, partners, and employees to access the latest content and trade promotions. It provokes engaging brand conversations and turns static chats into interactive conversations. This allows B2C media brands to evaluate their social media presence and make their content accessible to everyone.