

Group 1

Media Streaming in Cloud Computing

Group Members:

Mark Emerson Matias

Aubrey Grace Gloria

Angeline Morales

Catherine Dela Cruz

Aijay Peñaflor

Media Streaming

Streaming files allows you to work with big amounts of content in smaller chunks, which speeds up playing. Streaming is greatly impacted by cloud computing and its rapidly advancing technology. Current event broadcasting, watching TV shows or movies on computers or mobile devices, listening to Internet radio or radio jockeys (RJs), and using a variety of other apps are all examples of 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 refers to compressed audio or video files that are transferred over the internet instead of being stored on a hard drive. Users no longer need to download files in order to play and see media thanks to streaming media services. With a downloaded file, users can pause, stop, fast-forward, and rewind streaming videos.

Advantages of Streaming in Cloud

Numerous benefits of cloud computing help content producers deploy solutions. Cloud computing providers have access to significant processing power for streaming servers and a sizable storage capacity for preserving libraries. Additionally, it offers a content encoding, decoding, and transcoding engine. The first widely used media application on the Internet was audio streaming. Using cloud computing, streaming audio expands its area to include radio. VoIP is a type of specialized protocol-based audio streaming.

Some advantages of streaming media are:

- Users of the cloud can browse interactive apps like videos, search them, and create custom playlists thanks to it.
- As the video file isn't saved on the viewer's computer, it gives the content creators more control over their intellectual property.
- It offers a bandwidth-efficient use. This is due to the fact that only the transferred file is being viewed.
- It makes it possible to track the content that visitors are viewing.

An excellent illustration of how to use the cloud to provide on-demand services is provided by Encoding.com. This website bills itself as the most widely used encoding/transcoding service globally. Audio and video file conversion, as well as static picture file conversion, are also offered by Encoding.com. File formats for streaming that are used for audio and video work account for the majority of the cloud industry. That website offers the most widely used conversion. Which are:

- Any video to 3GP
- Mp4 to WMV
- 3GP to WMV
- WMV to MPEG
- MP4 to 3GP etc.

Pros and Cons of Media Streaming**Pros of Media Streaming are:**

- They deliver music and shows faster.
- You control what you watch and when.
- It takes less storage space than downloading content.
- You can catch up on old favorite shows on your own schedule.
- Some Streaming platforms are 100% free.

Cons of Media Streaming are:

- Streaming can distract kids from educational and more active alternatives.
- Social isolation.
- Danger of ignoring interests.
- It requires a fast Internet connection to avoid latency.
- Constant buffering can be frustrating.