



# Media Streaming with IBM Cloud Video Streaming

Explore the exciting world of media streaming through IBM Cloud Video Streaming - an intuitive platform with cutting-edge features for all your streaming needs.



by Gowri Shanker

# Why IBM Cloud Video Streaming is a Game Changer

1

## Scalable

Our platform offers infinitely scalable bandwidth that can handle any influx of traffic, no matter how large.

2

## Customizable

Craft a branded experience that reflects your unique style with our robust customization options.

3

## Flexible

We offer both live and on-demand streaming options, so whether you're broadcasting a concert or launching a webinar, we've got you covered.

4

## Secure

Keep both your content and your audience safe with features like password protection and secure video delivery.

# The Features You Need for a Seamless Streaming Experience

1

## Auto Archiving

Automatically archive your video streams to make them available on-demand after the event is over.

2

## Analytics

Gain insights on viewer behavior and engagement through detailed analytics that help you understand what's working - and what's not.

3

## Live Chat

Engage with your audience in real-time, answering questions and reacting to their experience as it happens.

4

## Ad Integration

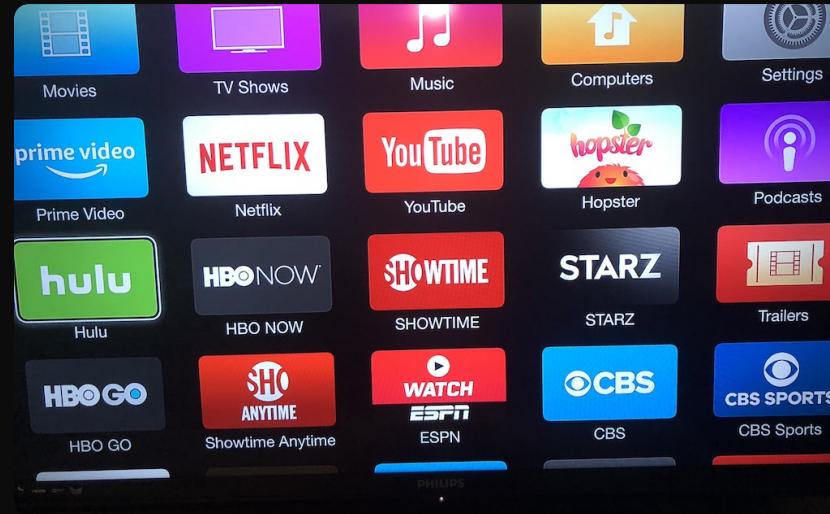
Choose from a variety of monetization options, including ad integration and pay-per-view, to make your streams work as hard as you do.

# Live vs. On-Demand Streaming: Which is Right for You?



## Live Streaming 📺

Live streaming is perfect for events that require real-time viewing and engagement, such as concerts or live conferences.



## On-Demand Streaming 🕒

On-demand streaming is great for content that viewers can enjoy at their leisure, such as tutorials or recordings of past events.

# Customization and Branding Options

## Personalized Themes



Choose from a variety of themes and templates that allow you to create a custom, branded viewing experience.

## Flexible Player Sizes



Our player is fully responsive and can be easily customized to fit the requirements of your website or app.

## Your Logo

## Everywhere



Elevate your branding by adding your logo to your player, on-demand pages, and any emails sent from our system.

# Monetization Options for Your Streams

1

## Ad Integration 💰

Make money from your live and on-demand content by integrating ads within your streams or by displaying sponsored posts.

2

## Pay-Per-View 💵

Set up pay-per-view or subscription-based pricing models for your streams and monetize your content in new ways.

3

## End Card Promotion 🎤

Promote your products or services after your streams are done by displaying end cards on your on-demand pages.

# Getting Started with IBM Cloud Video Streaming



## 1. Sign up

Create an account with IBM Cloud Video Streaming and choose a plan that suits your needs.

## 2. Create a channel

Create a channel and customize it with your branding using our easy-to-use dashboard.

## 3. Start streaming

Start streaming your content live or set up on-demand content, and reach your audience wherever they are.