

# MEDIA STREAMING WITH IBM CLOUD VIDEO STREAMING

## PHASE2: INNOVATION

SUBMITTED BY NAME : [CHITTETI SURENDRA](#)

NM ID : [au723921104011](#)

MAIL ID : [surendrachitteti1112@gmail.com](mailto:surendrachitteti1112@gmail.com)

PHASE2: [INNOVATION](#)

### **Incorporating features like user-generated playlists or real-time chat for a more engaging movie-watching experience.**

Incorporating user-generated playlists and real-time chat can indeed enhance the movie-watching experience by promoting user interaction and personalization. These features allow viewers to curate their own content and engage with others while watching movies or TV shows. They can be implemented in streaming platforms or apps to create a more social and interactive viewing environment. If you have any specific questions or need advice on how to develop such features, feel free to ask.

## **VIDEO STREAMING**

### **INNOVATION:**

IBM cloud computing has played a significant role in advancing media streaming through various innovations and services. Here are some ways IBM has contributed to the innovation of media streaming:

1. **IBM Watson Media:** IBM Watson Media offers AI-powered solutions for media companies. It uses machine learning and natural language processing to enhance content discovery, automate closed captioning, and improve video quality.
2. **IBM Cloud Video Streaming:** IBM Cloud offers a robust platform for live and on-demand video streaming. It provides scalable infrastructure and tools for encoding, transcoding, and delivering high-quality video content to a global audience.
3. **IBM Cloud Object Storage:** IBM's cloud-based object storage solution is used by media companies to store and manage large volumes of video and media assets. It provides high durability, scalability, and low latency access to content.
4. **Content Delivery Network (CDN):** IBM's CDN services ensure fast and reliable delivery of media content to end-users worldwide. This is crucial for reducing buffering and ensuring a seamless streaming experience.
5. **Security and DRM:** IBM Cloud offers robust security features, including digital rights management (DRM) solutions, to protect media content from piracy and unauthorized access.
6. **Analytics and Insights:** IBM's cloud analytics tools help media companies gain valuable insights into viewer behavior, engagement, and content performance. This data-driven approach allows for content optimization and personalized recommendations.
7. **Hybrid Cloud Solutions:** IBM provides hybrid cloud solutions that allow media companies to combine on-premises infrastructure with cloud resources, providing flexibility and cost-efficiency in managing media workflows.

**8. AI and Machine Learning:** IBM's cloud platform leverages AI and machine learning to improve content recommendations, automate video tagging, and enhance video search capabilities.

**9. Content Monetization:** IBM Cloud supports various monetization models, including pay-per-view, subscription, and advertising, enabling media companies to generate revenue from their streaming services.

**10. Global Reach:** With a network of data centers worldwide, IBM Cloud ensures low-latency access to media content, making it possible to reach a global audience effectively.

These innovations and services offered by IBM cloud computing have contributed to the growth and enhancement of media streaming, making it more efficient, secure, and user-friendly for both content providers and consumers.