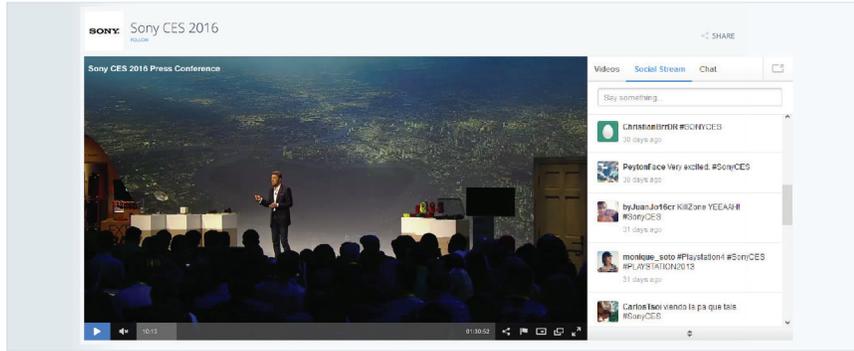


IBM Video Streaming

End to end streaming
video solution for live
broadcasting

IBM Video Streaming

IBM® Video Streaming is one of the most scalable and reliable global streaming video platforms for broadcasting product launches, media and marketing events. The platform leverages Watson AI technology to simplify end-to-end workflow for live and on-demand video.



Sony channel page on IBM Watson Media ²

Powerful, yet simple to use

IBM Video Streaming is simple enough for beginners, yet flexible enough for experts. Broadcast to millions right from your browser, no technical experience or software download required — or craft a full-scale, multi-camera production utilizing IBM Video Streaming’s certified partner encoding and production hardware.

Engage your audience

From live polling to clickable video overlays, IBM Video Streaming offers a rich array of tools to better engage viewers. This includes both chat and Q&A modules as well, allowing audiences to engage one another in near real-time and with the ability to posture questions that can be used as part of the broadcast.

Control your visibility

Manage the distribution of your videos with IBM Video Streaming’s flexible publishing and syndication controls. Embed your videos and live broadcasts on your website or on your IBM Video Streaming channel, white-listing or black-listing domains. For complete control, restrict access with password protection.

Reach people on-the-go

IBM Video Streaming’s integrated Cloud Transcoding Service helps ensure that your viewers get an optimized viewing experience, independent of the device that they are using, with adaptive bitrate delivery from a single high resolution stream ingest.



Best Live Video Platform ¹



“Using IBM Video Streaming, we’re able to reach beyond the 300 press people sitting in the event with us. We’re now able to reach over 390,000.”

– Michael Garant, Mazda



“We were able to reach over 90,000 unique viewers for our product launch and there was over 166,000 total views.”

– Joe Sparacio, Roland Corporation

Understand your audience

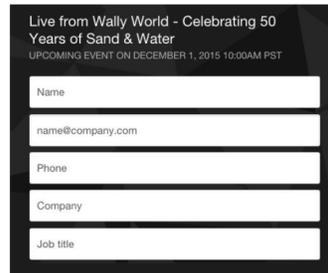
Gain insights into your audience's viewing behavior with near real-time broadcast monitoring and deep analytics. Capture data, generate reports and mine demographic information with IBM Video Streaming's powerful and easy to read dashboard.

Extend the value of your broadcasts

Expand the value and reach of your live streams with IBM Video Streaming's auto-archiving functionality. All live content is automatically recorded and available as on demand video or for programming in a live linear feed with IBM Video Streaming's Live Playlist feature.

Capture viewer details and register attendance

Grow your sales pipeline with IBM. Create custom registration forms to capture information about your viewers. View registration data online or download it into your CRM or marketing automation platform for analysis and follow-up.



The image shows a registration form for a live event. The header text reads: "Live from Wally World - Celebrating 50 Years of Sand & Water" and "UPCOMING EVENT ON DECEMBER 1, 2015 10:00AM PST". Below the header are five input fields: "Name", "name@company.com", "Phone", "Company", and "Job title".

Support plans to help meet your needs

Our enterprise support plans are designed to help you succeed, offering 7 day phone support, web-based help resources, and optional managed event and production support for large-scale, business-critical broadcasts.

Automatic Video Captions

Generate automatic speech to text and captions with Watson's artificial intelligence capability.

- No need to work with 3rd party firms
- No cost captioning
- Automatically default to publish with captions or without

Contact IBM Watson Media to learn more by calling +1 800 778 3090 or visit www.video.ibm.com.

IBM Watson Media

IBM Watson Media delivers reliable and scalable video streaming services globally. Combining robust video functionality and exceptional cognitive abilities, IBM Watson Media provides one of the most comprehensive video offerings available today. For more information on IBM Watson Media, please visit www.video.ibm.com.

Features

- Integrated content management
- Automated captioning and speech to text
- Included multi-CDN Delivery
- Cloud-based transcoding with adaptive bitrate delivery
- Support for professional encoding / production gear
- Auto-recording
- Video upload
- Live Playlists
- Custom branding
- Embed control
- Password protection
- Syndication
- Dedicated channel pages
- HTML5 player
- Integrated chat
- Social sharing with Facebook and Twitter integration
- Multiple admin support
- Live analytics dashboard
- Lead capture
- Enterprise support plans, including managed events and production services

Applications

- Webinars and webcasts
- Video marketing
- Press conferences
- Product launches
- Entertainment events
- Sporting events
- Conferences
- Training and education
- Community outreach
- Houses of worship

About IBM Watson Media

Created in January 2016, IBM Watson Media brings together innovations from IBM's R&D labs with the IBM Video Streaming platform capabilities of Clearleap and Ustream. Through the unit, IBM delivers a powerful portfolio of video services that spans open API development, digital and visual analytics, simplified management and consistent delivery across global industries. IBM Watson Media supports top media and enterprise companies with reliable video on-demand and streaming services.

For more information on IBM Watson Media, please visit www.video.ibm.com.

Footnote

1 The 2016 Streaming Media Readers' Choice Winners, streamingmedia.com, www.streamingmedia.com/Articles/Editorial/Featured-Articles/The-2016-Streaming-Media-Readers-Choice-Award-Winners-128370.aspx

2 Sony CES 2016 Press Conference, www.ustream.tv/recorded/81044847

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