




Smooth Streaming with Windows Azure


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What is Windows Azure?

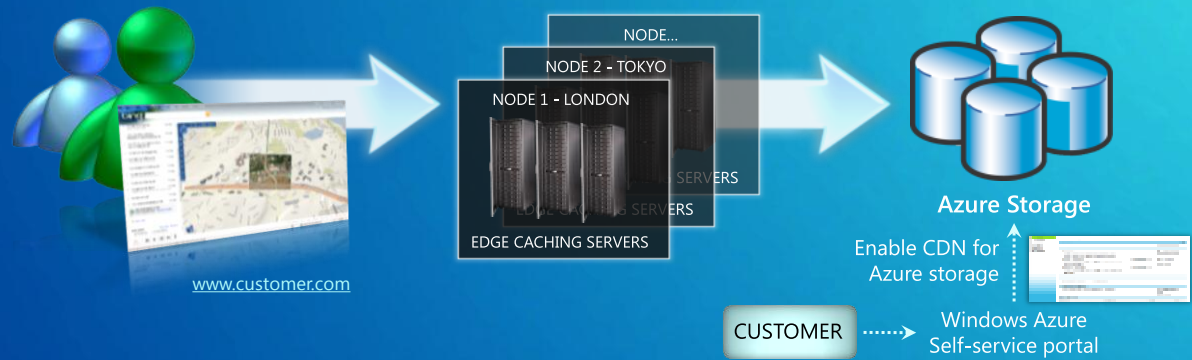


The diagram illustrates the Windows Azure architecture. At the top, two main service categories are shown: Windows Azure (left) and Microsoft SQL Azure (right), connected by a double-headed arrow. Windows Azure includes Storage, Compute, and Management services. Microsoft SQL Azure includes Relational Database, Tools, and Management services. Below these, the Windows Azure AppFabric layer is shown, which includes Service Bus and Access Control. At the bottom, two application categories are shown: Web Services & Applications and On-Premises Applications, both connected to the AppFabric layer.

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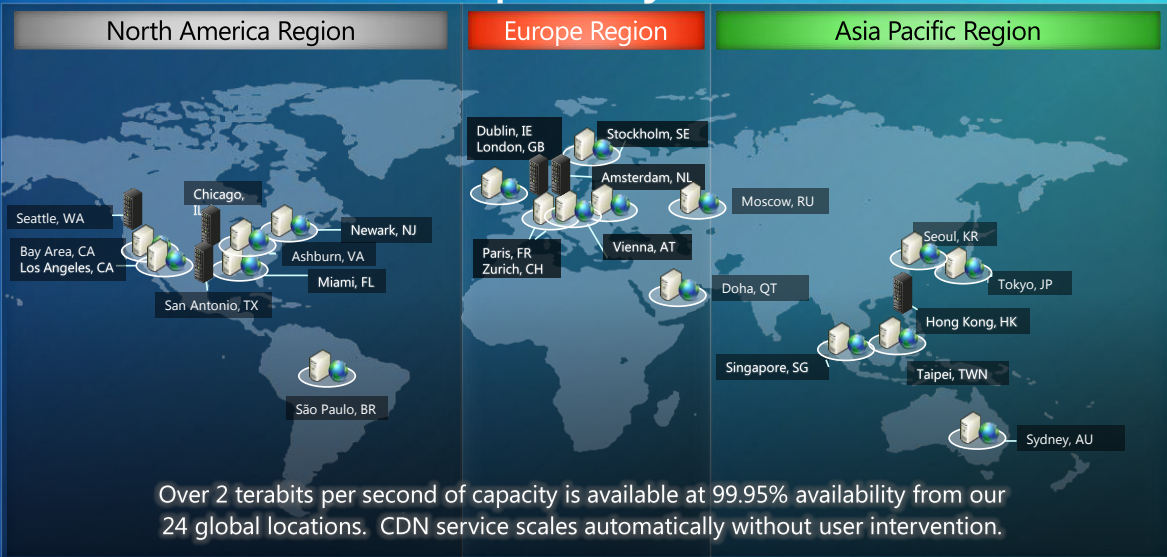
What is the Azure CDN?

Enabling customers to deliver content from nodes closest to end-users



Leads to better user experience, global reach,
increased engagement, more revenue

Reach, Scale and Capability



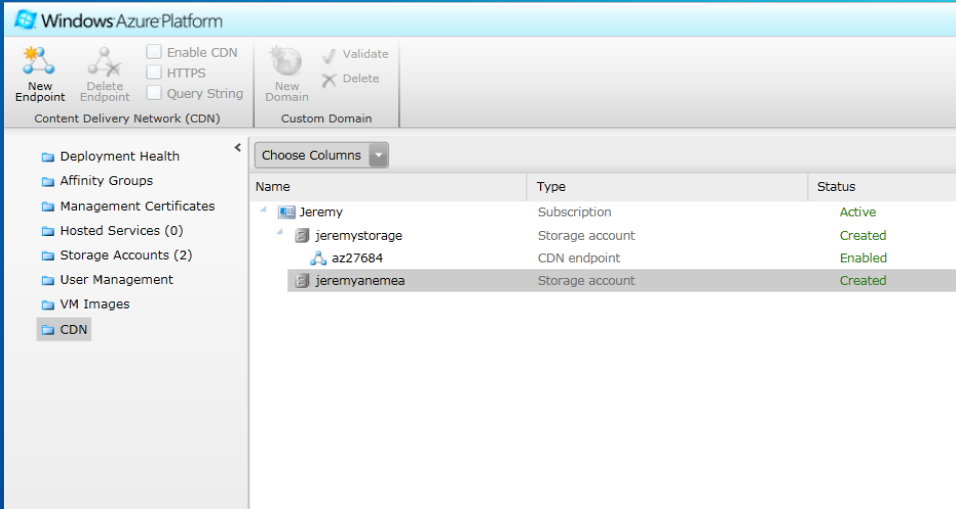
Windows Azure Smooth Streaming Service

- A turnkey service for delivery of video on demand to Silverlight, and iOS clients.
- Video content is delivered by the worldwide Windows Azure Content Delivery Network, providing fast, reliable video experiences to your users.

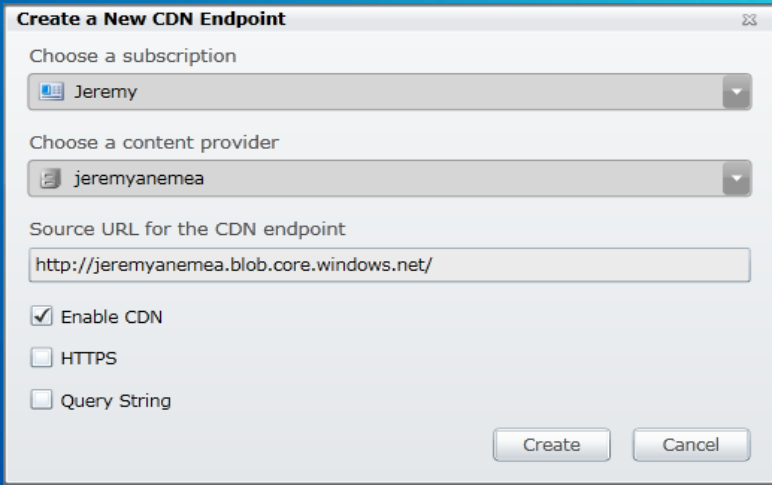
How does it work?

- Upload your Smooth Streaming-encoded video file to your Azure Storage account in a public, CDN-enabled blob container that is marked for Smooth Streaming.
- Point clients to the CDN to deliver video in adaptive bit rate format to your users!

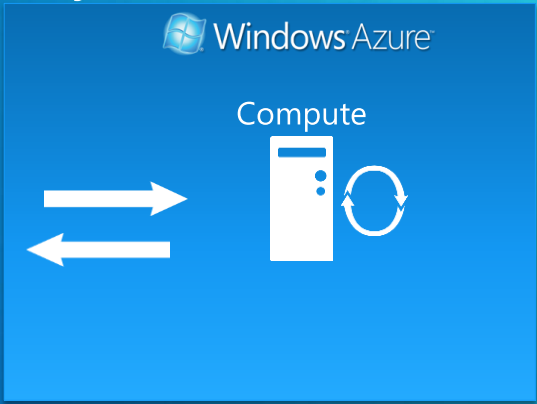
Easy to Configure - Select New Endpoint



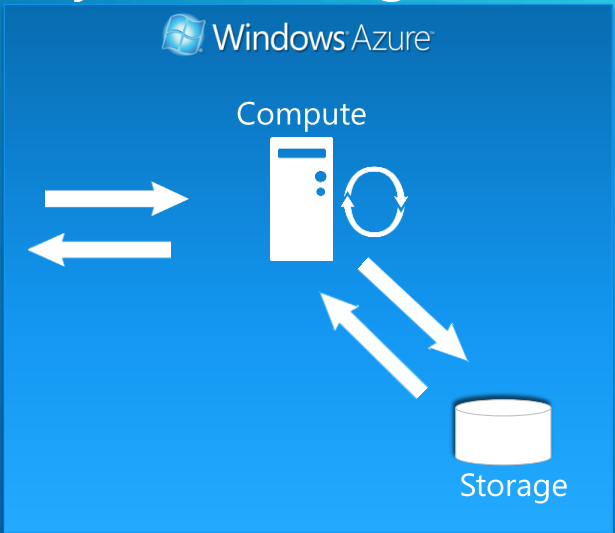
Select Configuration Options



Basic Content Delivery



Basic Content Delivery from Storage



Content Delivery via CDN and Storage

The diagram illustrates the content delivery process. On the left, a laptop icon is connected to a cloud icon. This cloud is connected to a server icon labeled 'CDN'. The 'CDN' server is connected to a server icon labeled 'Compute'. The 'Compute' server is connected to a cylinder icon labeled 'Storage'. The 'Storage' icon is connected to another cloud icon, which is then connected to another 'CDN' server icon. The entire system is labeled 'Windows Azure' at the top.

Windows Azure

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Geo Nature of CDN and Hosted Service

The diagram illustrates the geo-distributed nature of the service. On the left, two laptop icons are each connected to a cloud icon. These clouds are connected to two server icons labeled 'CDN Dublin, IE' and 'CDN Chicago, IL'. Both CDNs are connected to a central server icon labeled 'Compute'. The 'Compute' server is connected to two cloud icons. The entire system is labeled 'Windows Azure' at the top.

Windows Azure

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How does Windows Azure for IIS Smooth Streaming work?

- Upload your Smooth Streaming-encoded video file to your Windows Azure Storage account in a public, CDN-enabled blob container that is marked for Smooth Streaming.
- Point clients to the CDN to deliver video in adaptive bit rate format to your users!

When will the service be released?

- Our Customer Technology Preview (CTP) began in May
- Beta and GA expected within a few months
- During CTP, you only pay Storage costs – no CDN fees
- Interested? Send mail to azurecdn@microsoft.com



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