



***streaming
media*** | THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO



STREAMING THE WARZONE

ALSO IN THIS ISSUE:

HEVC AND VP9: A QUALITY ANALYSIS

.....

HOW TO LIGHT VIDEO FOR 4K

.....

NEXT-GENERATION ENTERPRISE VIDEO PLATFORMS

STREAMING THE WARZONE: VIDEO IN COMBAT

Streaming in a war-torn environment isn't just the domain of the local broadcast news stringer or reporter; today's use of hardened technologies allows video streaming to play a role in command-and-control situations, battlefield surveillance, and even some combat situations. This article explores what's currently known publicly about streaming the war zone.

HEVC AND VP9: A QUALITY ANALYSIS

Most discussions concerning VP9 and HEVC have focused on pricing and access, but quality is obviously a critical issue. In this article, Jan Ozer compares the H.264, HEVC, and VP9 output quality of multiple desktop, enterprise, and cloud encoders at resolutions ranging from 720p to 4K.

NEXT-GENERATION ENTERPRISE VIDEO PLATFORMS

Enterprise video solutions have traditionally lagged platforms geared for entertainment. Yet the last year has seen an upsurge in mobile video usage in the enterprise, forcing companies to look at greenfield and even cloud-based or hybrid solutions. This article explores the challenges and opportunities an enterprise might face in choosing an EVP.

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AND MATERIALS DUE:

December 9

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HOW TO LIGHT VIDEO FOR 4K/ULTRAHD

Does effective 4K capture require more light than 2K? Does the dramatically increased visual acuity of 4K footage demand greater mastery of lighting, increased attention to shadow, detail, color temperature, or harder or softer light? In this article, we examine both the impact of shooting at 4K vs. 2K with the same camera under comparable lighting conditions and offer recommendations for how to light 4K video effectively.

Also in this issue:

- **Behind the Screens**
- **Streaming Spotlight**
- **Reviewed:** Moscow State University Video Quality Measurement Tool
- **Columns** from Troy Dreier, Jan Ozer, Dan Rayburn, Robert Reinhardt, Paul Riismandel, and Tim Siglin

All editorial content subject to change

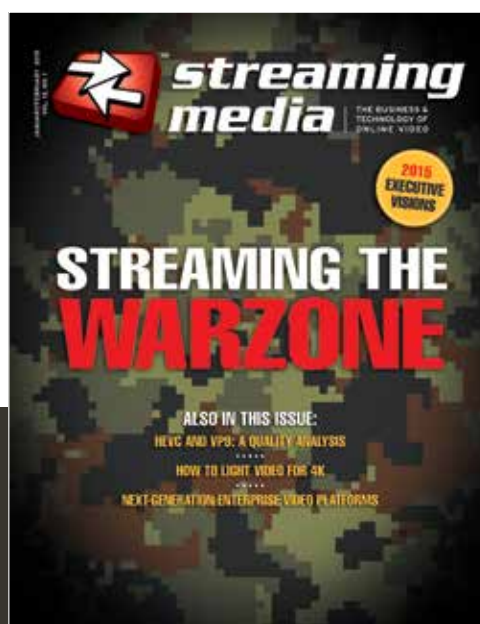
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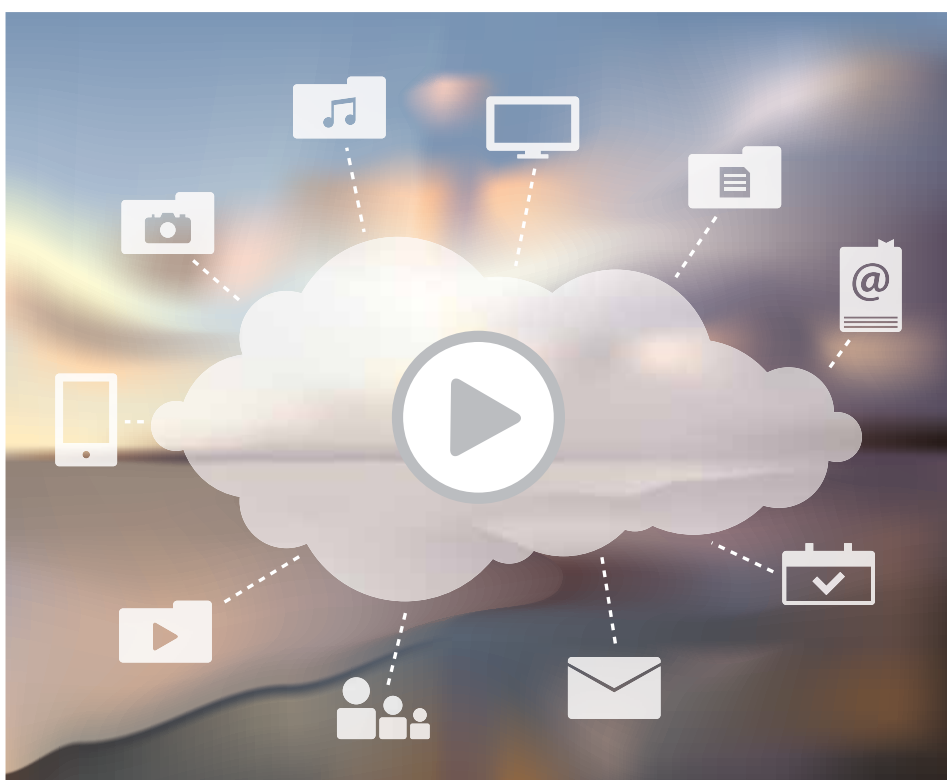
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Companies are looking at the proposition of putting the entire video workflow into the cloud, from production to delivery. But what's really viable? What do you need to do to move more of your workflow to the cloud? This *Superguide* offers a reality check by taking a deep dive into cloud video offerings for 2015, including:

- Migration Timelines & Compatibility
- Workflow Restructuring
- Security
- Storage & Organization
- Encoding, Transcoding, & Delivery
- Editing, Language Conversion, Titling, etc.

THE CLOUD VIDEO SUPERGUIDE

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