Streaming Media West 2010

Jennifer Taylor| Senior Director Product Management Flash Platform

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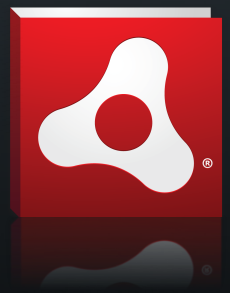
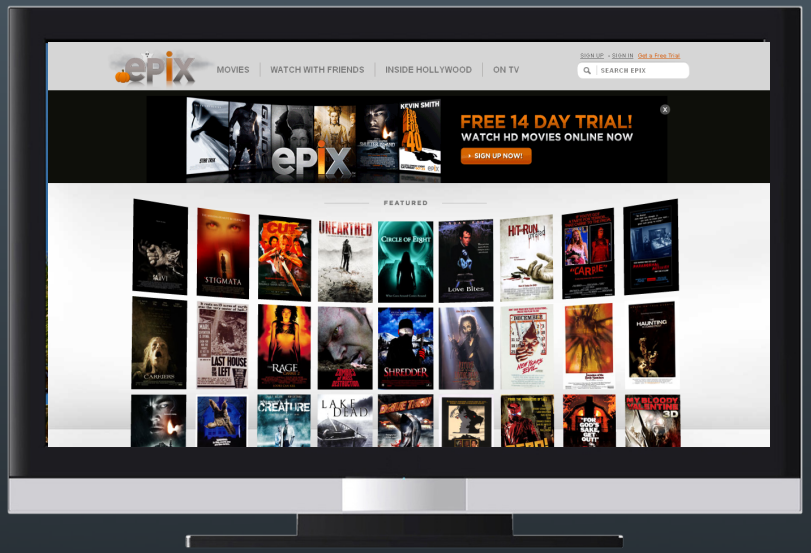
Video Powered by the Flash Platform

Inside the browser



Beyond the browser



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More devices, more fragmentation

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Adobe Flash Platform

The leading platform for creating expressive applications, content, and video that run consistently across operating systems and devices

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Adobe Excels in Video Leadership

- The top 25 video properties in the U.S. today use Flash
- Largest events streamed using Adobe Flash Media Server
- Flash Media Server is used to provide multi-user audio and video experiences

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Flash Platform: Sustained Leadership and Ubiquity

More than 3 Million Flash Developers*

85%
Of Alexa top 100 sites use Flash

70%
Web games use Flash

25
of the top video properties in the U.S. use Flash

98%
of Internet connected PCs worldwide have installed Flash Player

95%
of top 20 phone OEMS committed to delivering Flash

* Based on Evans Data April 2010

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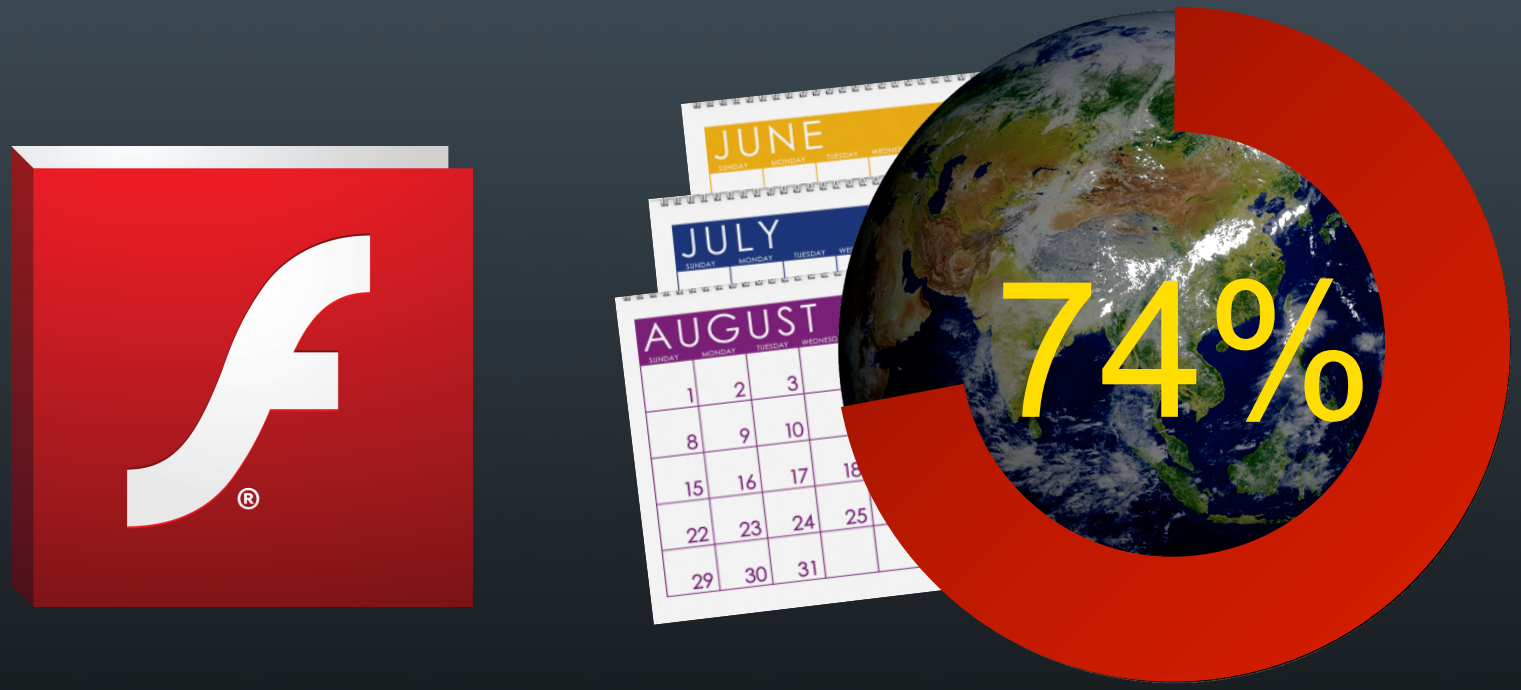
Flash Player 10.1 Penetration in 3 months – Fastest in the World



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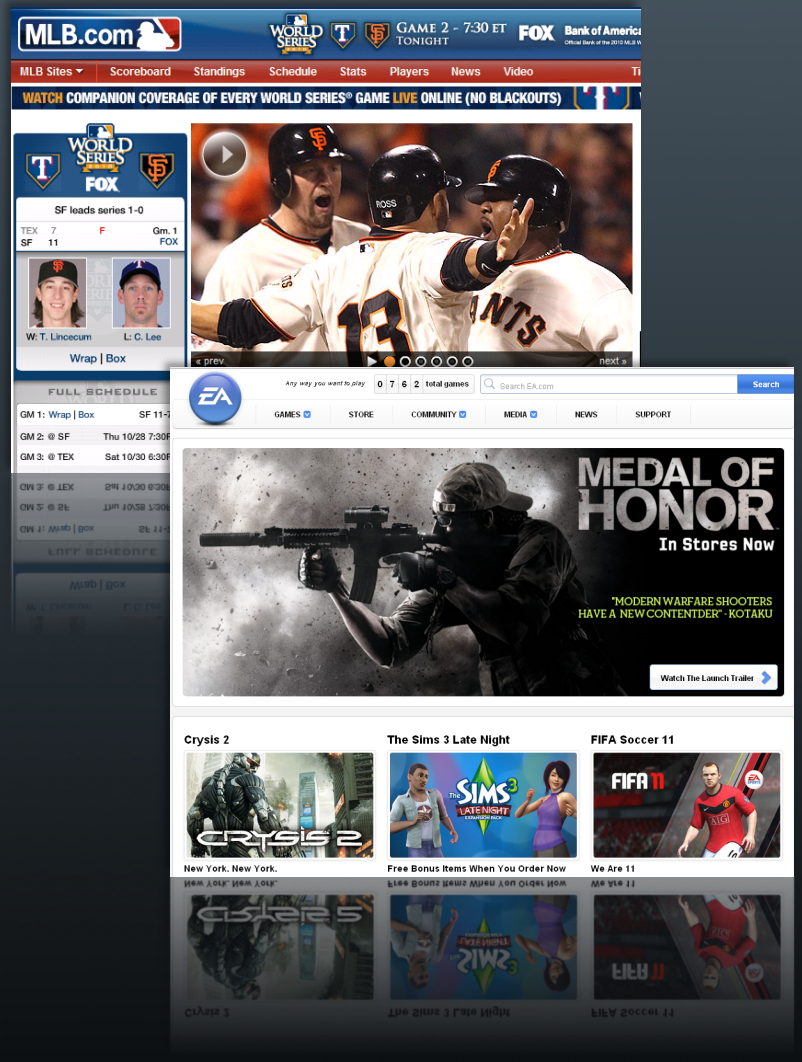
Media and Entertainment Companies Embrace Flash Technology



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Play Everywhere

Jeu partout
Spel overal
どこでも演劇
Juego por todas partes
Spiel überall
어디에나 놀이
Gioco dappertutto

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Open Screen Project has grown to over 70 members

open screen project

TECHNOLOGY PARTNERS

CONTENT PARTNERS

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Don’t Change A Thing!

Leverage the same media publishing as Desktop delivery

- Consistent Codecs
- Consistent Protection
- Consistent Protocols

- Consistent Experience

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Consistent Video Experiences

- Live, VOD,
- H.264, AAC
- P2P, HTTP, RTMP

Dynamic Streaming

- Adaptive Bitrate
- Enhanced Seek, DVR

Protected delivery

- Encrypted protocol, SWF V

Video Performance

- Mobile Hardware Acceleration
- Optimized Encoding

Powerful Media Framework

android

BlackBerry

webOS

symbian

Windows phone

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Dynamic Streaming on Mobile

Adaptive Bitrate technology

- RTMP + HTTP Protocols
- CPU + Bandwidth monitoring

Recovery during network outage

- Smart buffering reduces disruptions

Local buffer for dynamic seeking

- Seek back + forward
- Reduced network calls
- Pause and Resume quickly
- Frame stepping + Speed change

Good Bandwidth | Bandwidth Trouble | Good Bandwidth

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Protected Delivery For Mobile

Monetize Video

- Pay per view
- Advertising

RTMPe Encryption

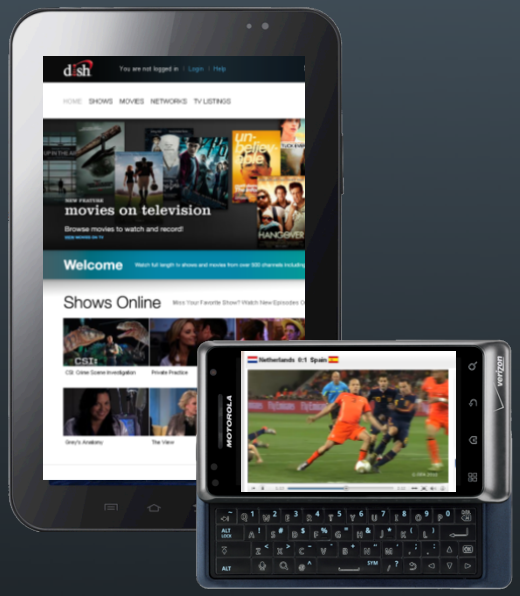
- Real Time encryption for Live + VOD
- No DRM workflow
- *Used today by all major publishers*

SWF Verification

- Protect the video player
- Protect access
- *Used today by all major publishers*

RTMFP (Peer Assisted Networking)

- Real Time encryption



ADOBE® FLASH® PLATFORM

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Mobile Video Performance

- Device-driven hardware acceleration
- Battery optimization
- Encoding guidelines

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DEMO

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Flash Media Server Roadmap

SneakPeak

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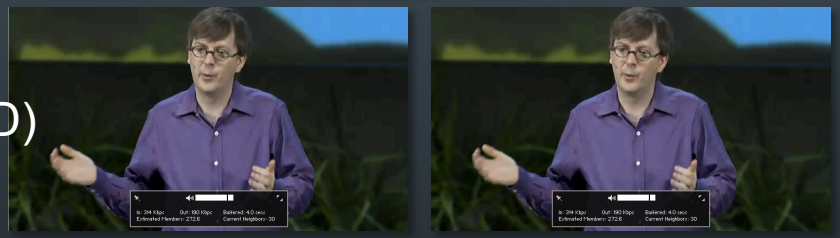
The Problem : 1 stream = 7 files

Mobile and Tablet

Desktop + TV (SD)

Desktop + TV (HD)



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The Solution: 7 streams = 1 file

Mobile and Tablet

Single Source
Master File
or Stream

Desktop + TV (SD)

Desktop + TV (HD)

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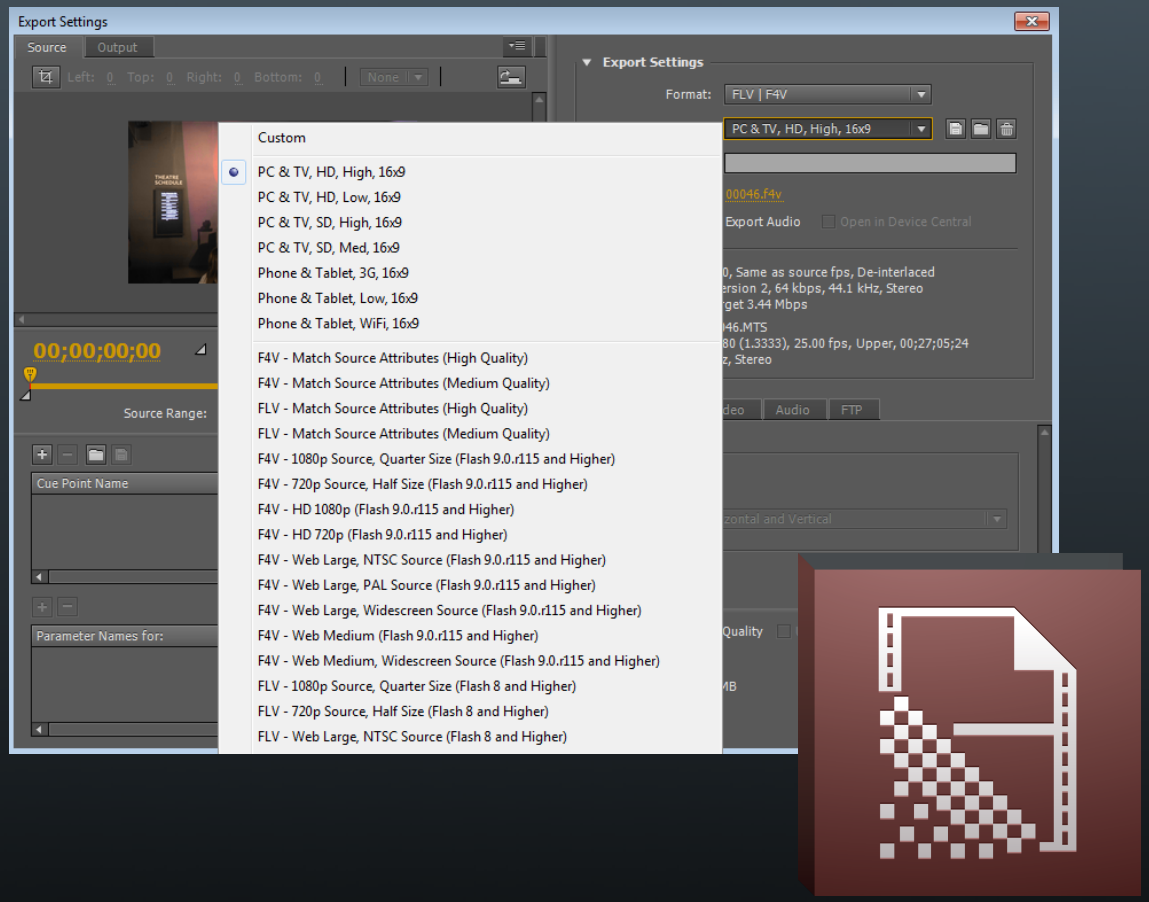
Adobe Media Encoder CS5



- 7 new encoding Profiles
- For Tablet, Phone, Desktop and TV
- Full Adaptive Bitrate for un-interrupted viewing

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Adobe Flash Media Family of Products
Driving consistent media delivery *for all Screens*

VIDEO ENCODING	VIDEO DELIVERY, PROTECTION	VIDEO PLAYER DEVELOPMENT	VIDEO PLAYBACK	DEVICE
Adobe Media Encoder CS5	Flash Media Server	open source media framework	Flash Player	android
Flash Media Live Encoder 4	Flash Access	Flash Media Playback	AIR	BlackBerry
		Strobe Media Playback		webOS
				symbian
				Many More to Come…

Adobe