

StreamZ Powers Live Webcasts by The Who

Streaming Tank is using Digital Rapids StreamZ media encoding servers to stream live web broadcasts of concerts by legendary rock band The Who. Live webcasts are being will be streamed from each stop on the tour, currently winding its way through Europe. Fans anywhere in the world can view the performances live through the website www.thewholive.tv.



Each broadcast begins with *In the Attic*, an Internet TV music show broadcast live from Oceanic, the recording studio owned by The Who guitarist Pete Townshend. A combination of live and archived footage of The Who follows, including live performance of a minimum of three songs streamed directly from the concert location. Selected tour dates, including the July 2 concert in Hyde Park, will also feature live webcasts of the performances in their entirety. Proceeds from the very small viewing fees – just \$0.99 per show – go to Double O, Townshend's charity which supports a wide range of worthwhile causes. More information and a schedule of web broadcasts are available at www.thewholive.tv.

All encoding and streaming for the broadcasts is being performed with StreamZ. Streams are encoded to RealVideo 10 format at 350kbps. The data rate was chosen to allow room for bandwidth variance on a 512kbps Internet connection, which had been targeted as a minimum baseline for the widest broadband accessibility. Akamai is serving as the network provider for the broadcasts.

Streaming Tank, specialists in advanced video streaming, are providing management and logistics for the online aspects of the tour. Part of The Creative Tank Group, Streaming Tank provides creation, design and delivery of high-quality video content with comprehensive live reporting and tracking.



"This is a world first, as no band has ever provided live webcasts spanning an entire tour on the Internet," said Chris Dabbs, Group Account Director at Streaming Tank. "With all of the attention focused on these events, and the large anticipated audiences, we require an exceptionally reliable and stable platform for the encoding. The remote technical team that we're using for the events was familiar with the Digital Rapids products, and knew that they would meet our demanding needs. We've been very pleased with how well the systems are performing."



Images courtesy of www.thewholive.tv.

The User: Streaming Tank, London, UK

The Challenge: live streaming of concert performances by legendary rock band The Who

The Solution: StreamZ

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capture

encode

stream