



S T R E A M I N G

Tiscali Services' streaming media is the solution for your multimedia communication needs over the Internet. We have established our ASP offer on a consolidated expertise regarding multimedia content publishing for ISPs leaders on the European Market.

If you want to promote your image, publish events on the Web, or professionally broadcast your media, we are the partner you are looking for.

Broadcasters

Whether you are a small FM radio station, or an important TV network with a potential audience of thousands of listeners. Streaming technology is becoming far more accessible to users in every price range. Small business and educational institutions, for example, can now profitably stream events like product presentations or lectures, with self-evident advantages. Nowadays, even smaller broadcasters valorize their programs linking their websites with streamed contents both to reach a new public and to fidelize their audience. Tiscali Services offers streaming solutions suitable to every broadcaster needs and satisfies several requirements related to the web publishing of multimedia content, no matter if they are "live" or "on demand", even for the sale of licensed contents. We apply a set of predefined bitrates/quality resolutions which are convenient for most broadcasters and final users, but we can tailor our quality to your needs.

Applies to: audio and audio/video broadcasting either free or pay-per-view.



Our Experience

Music Events

- "46664" Concert for Nelson Mandela in Cape Town, the biggest joint web event ever staged, 1.200.000 live streams
- U2 "Elevation" tour concert in Notre Dame, Indiana: 800.000 live streams
- Sting "All this time" tour concert in New York City, NY: 350.000 live streams

Movies and Fashion Events

- Venice 'Biennale' International Film Festival
- Armani fashion show

"In Europe, 61% of users use their computers to watch video."

Jonathan Miller, AOL President and CEO

Our distinctive values

- The expertise of a global player who can support you in finding the best solution for your streaming needs
- Turn key solution to guarantee the fastest time-to-market
- An affordable, professional service.

Live

Live streaming is a very interesting solution to better promote and broaden the audience of a big event like a concert or a show. The same content published as “live” could be even be proposed as “on demand”.

Tiscali Services has extensive experience in delivering high traffic events safely, in a manner that respects the quality of standards agreed upon with our customers.

This experience is testified with webcasting of great events like the concerts of U2 and the one dedicated to Mandela at Cape Town.

Even small business would profit by the streaming technology, for either improve their institutional communication or their business.

Applies to: great events, product presentations, lectures, university lessons, press conferences.

On demand

You can easily use our outstanding infrastructure to serve your on demand Windows Media content needs, through a remote media library, available 24/7, 365 a year. Video On demand (VOD) can be particularly useful for creating a multimedia product catalogue or on-demand e-Learning media, such as lessons, lectures, conferences, etc.

Applies to: multimedia libraries, film archives, back-up for broadcasters programmes.



“Internet radio and video appeal to young online consumers. Among young consumers, radio listening is down, but Internet radio adoption is up. The same is true of video.”

Forrester Research Inc.

Statistics

- Average Streams/month: 4.500.000;
- Unique Users/month: 840.000;
- Data transfer/month: 15 TB.

“Twenty-six million consumers pay for some type of online content today, and the amount they pay on average has increased from \$77 in 2004 to \$88 in 2005.”

Forrester Research Inc.

Digital Rights Management (DRM)

DRM is an add-on service for content protection and distribution of Windows Media files. Useful for paid contents or content requiring certified access (i.e. product training, sensitive business information, etc.), DRM will protect your media in a easy but very effective way.

With this powerful add-on, you will be able to sell your media to your end-users, creating an online pay-per-view catalogue.

Multimedia Asset Manager (MAM)

MAM is a powerful tool which can be used as an add-on service to make the video transcoding and reformatting of your media simpler, faster and automatic.

With a user friendly interface, you'll be able to do an entire set of media tasks with no need for multiple software suites.

MAM can facilitate converting files to various output formats, changing bitrate, resolution and sound quality, inserting advertisements, adding Metadata and distributing your media catalogue as an RSS-like feed.



Support

We provide three different levels of support:

Basic Level Support: on working days during business hours.

Medium Level Support: with monitoring 24 hours a day, 365 days a year and support during business hours with response time based on the priority of each issue.

Plus Level Support: with monitoring and support 24 hours a day, 365 days a year, and response time during business hours based on the priority of each issue.

If you have particular support needs outside of these plans, we can create a custom support plan to fulfil all of your requirements.

Architecture

Our architecture is designed to sustain the ISP's intense traffic needs. Thanks to fully redundant Windows Media Servers and a network of geographically distributed cache servers, our Content Delivery Network (CDN) guarantees outstanding performance.

The CDN can replicate media content, allowing the end user to access to the closest cache server. The main advantage of the distributed cache infrastructure is in cutting down the time needed for the end user to gain access to media content, and a cut down of the rebuffering time, consequently improving the end-user experience.

MultiBitRate

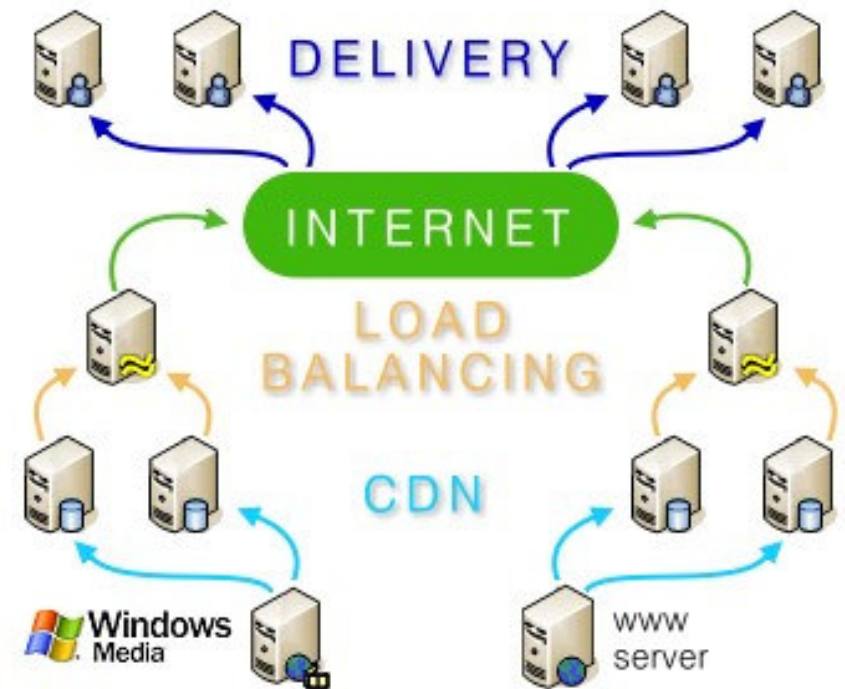
As much of our customers have both broadband and narrowband audiences, and nobody should be left unsatisfied, Tiscali Services supports the Windows Media MultiBitRate.

MultiBitRate guarantees users with smaller bandwidths will have a media quality that is suitable to their connection, avoiding slow scrolling and poor performances, while larger bandwidth users can experience the best audio/video definition.



Key Features

- State-of-the-art Windows Media 9 Series Servers
- Powerful Content Delivery Network with a virtually unlimited bandwidth
- Digital Satellite Downlink reception
- Professional encoding and optimization
- Stable and reliable streams, short buffering time, and no bottlenecks
- Every single aspect concerning streamed media is managed by us: no third parties involved



About Tiscali Services

Tiscali Services is the IT Engine of the Tiscali Group, providing ISPs with its international experience.

Our key customers



Our Tier IV Data Center

Our 7.000 sqm Data Center is located in Cagliari, Italy has been engineered to offer superior performances in a fully-redundant and secure environment.

Connected through a 10 Gb/s ring to the Internet backbone, it is equipped with multiple network connections to various international peers, our Data Center guarantee outstanding performances.

<http://www.tiscaliservices.com/datacenter.html>



For more information

If you have a specific question about the information contained in this brochure please contact us at

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