The demand for online video is exploding – the sum of all forms of web video is expected to be 86% of all global consumer traffic by 2016. At the same time, online video consumption is shifting rapidly from desktop platforms to mobile devices. And audiences expect instant access and a high quality online media viewing experience, no matter where they are or what device they're using.

For content owners and providers who need to meet these demands, the task of delivering engaging cloud-based media experiences can be daunting. Add the potential for rapid, unanticipated viral web content demand, and those challenges can become overwhelming.

Akamai’s cloud-based Stream Packaging service converts a single live stream or media file on the fly to reach multiple device platforms – simplifying the technical tasks so companies can focus on web media content and leave the ‘any device, anywhere’ challenge to Akamai.

**How it Works**
Akamai interprets online content requests to determine which media streaming protocol is required: HTTP Live Streaming (typically used on iOS and Android devices) or HTTP Dynamic Streaming (for Flash runtimes on a variety of device platforms). Stream Packaging then provides the required control data (or ‘manifest’) to the media player and packages the web content in real time using the appropriate protocol, and delivers it via the Akamai Content Delivery Network. The service can leverage adaptive bit rate streaming to provide a high quality online media experience.

**Live or On Demand**
Akamai offers separate packages for live and on-demand web media stream packaging.

**BENEFITS TO YOUR BUSINESS**
- **Simplify your process** by delivering high quality online media streaming to multiple web-enabled platforms from a single content source.
- **Reduce costs and complexity** by requiring fewer web source files and live streams, for reduced storage, fewer encoders and a streamlined online content management effort.
- **Increase reliability and scalability** by leveraging the Akamai Intelligent Platform™’s multi-stream redundancy and global server infrastructure.

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Stream Packaging for Universal Streaming

Features for Live Event

• Equipment And Bandwidth Savings – Cut the number of live stream encoders required by 50% or more, since only a single encoder providing the widely supported RTMP stream format is needed. Stream Packaging eliminates the additional encoders required to generate separate online media streams for each supported device format.

• DVR-Like Control Capabilities – When Stream Packaging is coupled with Akamai NetStorage, content is simultaneously streamed and buffered, enabling web customers to pause, rewind and fast-forward within the live event and even rewind to beginning if they joined late. Live online video content can also be made available for on-demand web viewing right after the live event is over.

• Availability Through Redundancy – Automatic switching between redundant ingest streams protects against encoder or ingest path failures

Features for On Demand

• Content Preparation and Storage Savings – Create the required HLS, HDS or FLV streams in real time from a single file, reducing your web media origin storage capacity requirements, file preparation, and title management effort by 50% or more. The streamlined preparation effort also minimizes the time required to offer new online content to your audience.

Common Features

Both live and on-demand media stream packaging products are future proof. By selecting a simple configuration option you can support new protocols such as MPEG-DASH and others as they become important. No resource-intensive changes to your web media content library are required. Both are complemented by Akamai’s VoD Transcoding and Media Player products, offering a complete, high quality cloud-based content preparation and delivery solution. Together, these products can deliver extremely high quality online media streams for a given set of network capabilities and player requirements, all from a single web content source.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.