


 VBrick


Qstream Internet

Streaming Live Internet Video of United Glory's Kickboxing Extravaganza

Qstream

Organization

Qstream Internet

Industry

Live Internet Broadcasting

VBrick Products

- VBrick Windows® Media Encoder
- VBrick Online Streaming Services (VBOSS)

Applications

- Streaming live video via Internet protocol
- Establishing pay-per-view and syndication models

When you've paid €6,500 (about \$9,500 U.S.) to be ringside at a kickboxing event, you want to see something epic – like the battle between Nieky "The Natural" Holzken and Faldir Chahbari at United Glory's tenth anniversary celebration, A Decade of Fights.

After three rounds of furious non-stop blows, the regular contest was called a draw by judges at Amsterdam's spectacular Passenger Terminal. But Holzken kept the pressure on Chahbari in the extension round and won the day.

Beating Chahbari is one challenge. Streaming live video of a sporting event over the Internet is quite another – one that requires a quicker, simpler solution like the guillotine choke that Alistair "Demolition Man" Overeem used to dispatch Tony Sylvester within minutes that same night.

United Glory had gone several rounds with live Internet streaming a year before before deciding its talents lie in promoting fights, not broadcasting them. Instead, it hired Dutch streaming media expert, Qstream Internet, to work out the technical details and bring its fight night to the masses.

The Challenge

Establish a live video Internet stream able to reach 20,000 paying subscribers around the globe – and establish it within days

Streaming live sporting events wasn't among QStream's typical services. The firm had built its success helping clients stream business events, and had often built websites from which clients could broadcast, or even syndicate streaming video over the Internet.

So, United Glory's request was a question of scale, not skill. Its projections that the event at the Passenger Terminal could attract as many as 20,000 viewers required twice the capacity that Qstream's in-house resources could provide.

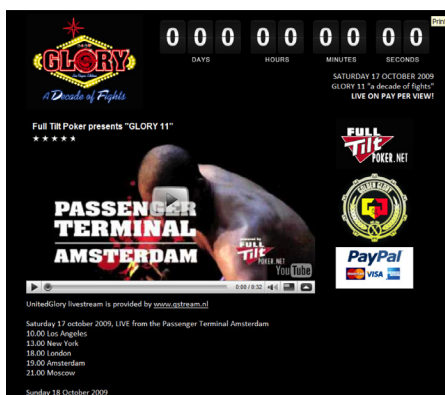
"Because of their projections, we were forced to expand our network," said Juraci van Mulier, Chief Technology Officer. "We needed a scalable solution."

And they needed it fast. United Glory's event was barely a week away when van Mulier contacted Qstream for a solution.

Streaming live events over IP – particularly large events – can be as challenging as lasting three rounds in the ring with Siyar "The Killer" Bahadurzada. Many solutions require you to buy hardware from one vendor and streaming services from another. It often takes time and finesse to make them work compatibly together. Once the streaming platform is up and running and a website for viewing the video is online, the task of establishing price and payment methods remains. Syndicating the video stream to appear on other websites only complicates the task further.

Fortunately, this challenging combination of tasks rang a bell for Mulier who had read recently about VBrick's VBoss service, which combined the necessary hardware, streaming capability and pricing in a complete, turnkey package.

On Monday, five days before fight night, van Mulier picked up the phone and gave VBrick a call.



The Solution

A VBrick encoder with integrated hard drive, and a VBoss web portal subscription and software bundle

QStream's VBoss appliance arrived by Thursday, with exactly two days to spare before United Glory's Saturday night event.

Along with the hardware, a VBrick Windows® Media Encoder with integrated hard drive, QStream's order included a one-month subscription of bandwidth on VBoss's web portal. Also, bundled in was integrated software to configure pay-per-view plans, manage syndication of video streams and analyze traffic.

The reliability of VBoss broadcasts is ensured through VBrick's partnership with Akamai Technologies. With over 42,000 servers in 70 countries, Akamai is one of the largest content distributors on the worldwide web.

The Benefits

Stream live video over the Internet within hours, and easily scale subscriptions and broadcasting costs according to the number of viewers

Part of van Mulier's motivation for selecting VBoss was its speed and simplicity. The claims he had read proved true: VBrick's bundle tied hardware, streaming services and pricing models together in one turnkey package. He had the encoder configured and live on the Internet before the day was out.

Flexible scalability was VBoss's other selling point. Both the platform and cost schedule for VBrick's streaming service are designed to make sense whether one person views video content, or 1,000 people.

The cost to broadcast – other than a nominal deposit for the encoder – depends on the number of hours that content is viewed on the Internet, not by how many hours it is broadcast.

The live broadcast of United Glory's A Decade of Fights went off flawlessly. A review of online kickbox forums showed an overwhelmingly positive response – both to the epic content and the pay-per-view price.

The flexibility of the VBoss solution led QStream to speculate about expanding its web-cast business to new and existing clients.

"We're a little new in the sport events market," van Mulier said. "But our success at streaming this event has helped advance our status in Holland because we were able to provide a solution on such short notice."

About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick's products and services are available through industry-leading value-added resellers.

For more information, visit www.vbrick.com



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