Adobe® Media Server 5 on Amazon Web Services

Highly scalable protected streaming across screens

Adobe® Media Server on Amazon Web Services™ is an easy and affordable way to deploy multiprotocol media streaming that scales dynamically to meet your business needs. Protect content on Apple iOS as well as Flash-enabled clients with Dynamic HTTP Packaging and protected HTTP streaming—with a single video stream or file.

Deploy and manage your multiscreen video easily and affordably. Adobe's partnership with Amazon Web Services simplifies the deployment of high quality video streaming solutions across as many devices as possible. You can now deliver consistent experiences and monetize across Apple iOS, Android, connected TVs, and the desktop—with a simplified workflow and better performance. Start delivering protected, high-quality streams for both live and on-demand content quickly and deliver to a wide variety of platforms and devices with minimal up-front commitment or investment.

New features in Adobe Media Server on Amazon Web Services

Adobe Media Server 5 on Amazon Web Services provides numerous video streaming innovations—over standard HTTP connections as well as RTMP delivery.

• **Dynamic encryption for Flash, Android and now Apple**—Reach a wider audience with a premium video experience consistently across devices, TVs and desktops with a unified protection process.

• **Integration with Adobe Access 4**—Enjoy protected HLS support via a content license technology embedded in the server (Adobe Access 4 licensing server is a separate purchase).

• **Simplified publishing workflows for protected HTTP streaming**—Use the same source media and live streams to deliver and protect full adaptive bitrate experiences to Adobe Flash, Android, and Apple devices.

• **Reduced storage and infrastructure costs**—A single MPEG-4 asset is required for each bitrate, and optional real time packaging eliminates the need to prepare content in advance.

• **Standalone offline packaging utilities for HDS and HLS**—Utilize the new HLS packaging utility with encryption to prepare your media content and monetize with a wide variety of protection options including support for DRM with Adobe Access 4.

• **Enhanced On-Demand stream packaging**—Publish faster, reduce storage costs and save time by publishing video once with full adaptive bitrate support, now with enhanced performance, failover, and fault tolerance—allowing you to deliver more streams reliably from a single server.

Key Advantages

Quick setup and flexible pricing—Adobe Media Server for Amazon Web Services is the ideal choice for any individual or organization that wants to take advantage of the full feature set of Adobe Media Server 5 Extended with minimal up-front investment. Get started right away with easy, out-of-the-box deployment. Adobe Media Server on Amazon Web Services makes it simple with prebuilt features for live, video on demand, and multiprotocol delivery of encrypted media to Apple iOS, Android, Flash Player and Adobe AIR®. Simply configure an Amazon EC2 instance to run an Adobe Media Server Amazon Machine Image (AMI) and get up and running in minutes.

Stream directly from Amazon S3—Use Adobe Media Server on Amazon Web Services to stream media files directly from your Amazon Simple Storage Service (S3) account. A read-through local disk cache is configured automatically, improving the performance of streaming media from S3.

Leverage scalable P2P introduction services—Increase the capacity and fault tolerance of your interactive media experiences using RTMFP for peer-assisted delivery (P2P). Now with server chaining technology, **P2P introduction forwarding for RTMFP**, you can distribute peer introductions across multiple servers. Perfect for multicast streaming, game development or communications apps. Higher-quality video (H.264) and audio capture inside Flash Player and AIR lets you develop applications for desktop and mobile devices such as business communication tools that leverage traditional VoIP systems.

Increase your audience—Reach the widest possible audience by delivering protected content to Apple iOS, Android, Adobe Flash Player, and Adobe AIR® applications. With **HTTP Live Streaming (HLS)** to Apple® iPad® and other Apple iOS devices—plus protected HLS (PHLS) for iOS and protected HTTP Dynamic Streaming (PHDS) for Flash Player—the video experience can now be delivered smoothly and securely to more platforms and devices, with adaptive bitrate support to reach audiences without disruption.

More protection options to secure video across platforms and devices—Adobe Access software optimized for streaming to Flash Player uses new cachable key delivery and does not require a license server or manual encryption of content. For full Digital Rights Management (DRM) business rules, easily add on a full Flash Access server. For Apple iPad and other iOS devices, use **encrypted HLS for iOS** with secure key exchange and device binding to protect your media.

Simplify video publishing workflows—Adobe Media Server 5 on Amazon Web Services streamlines media publishing workflows with support for **On-Demand stream packaging for HTTP streaming**. Now your media can be packaged and protected on-the-fly for HTTP delivery for iOS, Android, Flash Player, and connected TVs with full adaptive bitrate support, file caching, and optional encryption.

Take control of your streaming—Turn your media server into a full-featured HTTP origin server with more resilient **HTTP origin services**. Add fault tolerance, manage QoS, control stream access and protection, access new features quickly, and leverage cloud services by operating your own media origin server for both HDS for Flash Player and HLS for Apple iOS.

Advanced manifest and playlist support—Set-level F4M manifests for Flash Player and Variant M3U8 playlist support enable media players to easily leverage adaptive bitrate streaming, simplifying the production workflows and integration with your content management systems.

Optimize network efficiencies for the enterprise—Publish into your corporate or broadcast network with higher quality using **multicast**. Adobe Media Server 5 on Amazon Web Services supports Source-Specific Multicast (SSM) and Any-Source Multicast (ASM) plus multicast ingest, recording, and re-transmission to add scale and resiliency. Multicast fusion with peer-assisted networking is supported in both Adobe Media Server 5 Professional and Adobe Media Server 5 Extended.

Turnkey solution—Use the latest streaming features out of the box, such as Protected HTTP Dynamic Streaming, multitrack audio, multicast streaming, DVR functionality, and HTTP Dynamic Streaming, and prepackaging of HTTP streams—with the choice of a prebuilt player, hosted player, or full Open Source Media Framework (OSMF) for developing custom players. Enhanced tools for generating multicast addresses and creating manifest files for HTTP streaming simplify publishing workflow and are built right into the server.

For more information
http://www.adobe.com/products/
amazon-web-services.html

For deployment guides
http://www.adobe.com/devnet/
flashmediaserver.html

For encoding guides
http://www.adobe.com/devnet/
video/encoding.html

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