

## rivusTV Sharing the wealth



**rivusTV**  
Docklands, Victoria, Australia  
[www.rivusTV.com](http://www.rivusTV.com)

rivusTV builds uniquely integrated Internet broadcasting service that draws together passionate audiences and powers fundraising efforts using the Adobe® Flash® Platform

Can a humble brass band competition garner hundreds of thousands of eager fans watching live on the Internet? rivusTV has learned that this and similar niche events most certainly can. rivusTV specializes in live and on-demand online broadcasting of specialized sporting, school, musical, and other events that are too small to get onto TV or cable—all with a unique twist.

Instead of simply charging customers to use its video-streaming infrastructure, the company has established a pay-per-view model that can generate income from every event. rivusTV then shares the revenues with its customers who, in turn, can use the money to support fundraising efforts. The infrastructure supporting this ingenious business model—and bringing together passionate fans of everything from musical performances and football games to educational events on the Internet—is the Adobe Flash Platform, including Adobe Flash Media Server software.

"We offer a high-quality live and on-demand video service at bargain basement prices—and we've learned that niche events can really draw a virtual crowd," says Tim Kelly, business development manager for rivusTV. "We chose the Adobe Flash Platform because the Adobe Flash Player runtime is cross-platform—and so ubiquitous that it's very easy for our viewers who are not always technology experts. They can watch broadcasts without downloading software or going through a lot of complex steps—everything just works."

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#### Challenge

- Provide a superb viewing experience
- Enable unique, pay-per-view model
- Broadcast niche events
- Reduce technical complexity for customers

#### Solution

- Use the Adobe Flash Platform, including Adobe Flash Media Server, to build integrated Internet broadcasting service
- Create and embed code for Flash Player software to enable pay-per-view model
- Take advantage of quality-of-service features like Dynamic Streaming

#### Benefits

- Delivered seamless, instant-on experience for viewers
- Built unique revenue model that powers fundraising efforts
- Brought together passionate, niche audiences
- Provided integrated, simple solution

#### Toolkit

Adobe Flash Platform. Components used include:

- Adobe Flash CS4 Professional
- Adobe Flash Player
- Adobe Flash Streaming Media Server 3.5
- Adobe Flash Media Live Encoder

#### A growing and diverse customer base

The name for rivusTV comes from rivus—Latin for 'stream' or 'river'. The company offers a fully integrated platform that allows customers to broadcast events directly to a worldwide audience over the Internet. By integrating hardware, software, network, and website solutions, rivusTV takes the technical complexity out of live video streaming.

The company was initially founded as The Music Page, a company dedicated to providing easy access to classical music concerts live and on demand on the Internet. The concept became so popular that The Music Page decided to broaden the service to encompass all sorts of diverse events.

Today, rivusTV is a thriving startup whose fastest growth area is sports, both at the professional and grassroots level. The company streamed the 2009-10 Australian National Basketball League season. It has also delivered international hockey games between Spain and Australia, and recently contracted with Waterpolo Australia to stream its games live over the Internet. rivusTV also allows these organizations to store their live streams as on-demand videos, allowing ongoing access for fans.

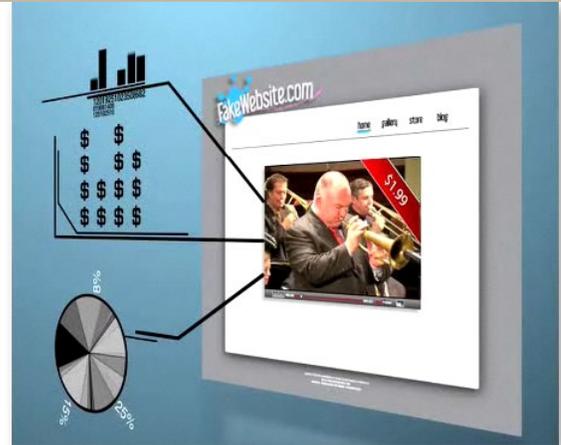
The company has been closely involved in musical events, including enabling Australian schools to be involved in the national music campaign "Music, Count Us In." Autism Victoria has signed up to deliver regular, live information sessions directly to its website, and enables these live streams to be hosted as on-demand videos, creating a profitable library of content. rivusTV has also reached an agreement with Wooldridges, a distributor of educational content, allowing schools to stream educational content in 2010.

"The Adobe Flash Platform is pivotal to rivusTV's ongoing success," says Kelly. "In addition to providing a streamlined, instant-on experience for viewers, Adobe Flash Media Server provides a robust back end that makes our business model possible and promotes the delivery of high-quality video content over the Internet."

#### The little black box

To support customers who do not always have a high level of technical expertise, rivusTV has boiled the process of live and on-demand Internet streaming down to a few easy steps. Broadcasting customers pay a monthly fee for the rivusTV service. This service includes an easy to use little black box that allows broadcasting customers to switch between four video inputs to produce a mixed live stream. They can also choose from high- or low-resolution video and start or stop streaming by pushing a few buttons.

rivusTV provides high-quality live and on-demand online broadcasting via an all-in-one, low-cost solution that includes a simple little black box used by customers to stream video. A pay-per-view model generates revenue, which is shared by rivusTV with customers. The infrastructure supporting this ingenious business model is the Adobe Flash Platform, including Flash Media Server and Flash Player.



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On the back end, rivusTV captures the customer video using Adobe Flash Media Live Encoder software and prepares the video streams for Internet delivery on the spot by setting bit rates and other parameters. The stream is then sent to an integrated player that can be embedded directly on the broadcasting customer's website and syndicated to other websites that are keen to host live and archived videos. This player is compatible with popular third-party encoding hardware, and is able to take advantage of Dynamic Streaming, a quality-of-service feature in Flash Media Server that dynamically switches among different streams of varying quality and size during playback for an improved customer experience.

### **Making the most of the Internet infrastructure**

According to Kelly, the Adobe Flash Media Live Encoder interface is easy to use and helps ensure real-time delivery, even under sub-optimal network conditions. The customer streams are then fed into Adobe Flash Media Server 3.5 via Akamai's global content delivery network (CDN) for worldwide distribution. Using features like Dynamic Streaming, audiences around the world can enjoy a superb viewing experience. They can also text chat with each other during events, promoting lively exchanges and helping to build community among viewers.

"Adobe Flash Media Server 3.5 and Akamai are enabling us to stream video of exceptional quality," says Kelly. "The Internet speeds here in Australia are not always the fastest. Adobe Flash Media Server lets us actually stream at higher data rates than the network connections are technically designed to support, so we know we are making the best possible use of the Internet speeds we have available."

### **Sharing the wealth**

To establish its unique pay-per-view model, rivusTV wrote a program that sits inside the Adobe Flash Player runtime. When viewers access content streamed by rivusTV, the software communicates with a back-end database that helps ensure that viewers are charged via an integrated Internet payment site before being able to watch the video streams.

"Using Adobe Flash Professional software, we were able to write a program that coordinates with our payment and fee splitting platform to support our pay-per-view model," says Kelly. "Flash technology is open and extensible—it's been key to making our business model work."

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### **Fueling fundraising**

While rivusTV occasionally hosts the content, the growing amount of both stored live events and archived video content is likely to be stored in Akamai’s NetStorage. This allows the most efficient syndication of customer video to third-party websites, earning content producers and website owners income in the process. While the pay-per-view model is optional, it is popular among customers. A unique profit-sharing and video syndication model helps ensure that broadcasting customers, video hosting websites, and rivusTV all make money.

“Even a D-grade Australian football game can easily garner large numbers of viewers and earn substantial revenue,” says Kelly. “Although we are catering to niche communities, they are very passionate—and more than willing to pay to watch events because they know they are fueling the fundraising efforts of their favorite sports teams, leagues, schools, causes, and clubs. It’s a concept we are very excited about—one that would not be possible without the Adobe Flash Platform.”

### **For more information**

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Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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