

Windows Azure Media Services is a scalable media platform for distributing content to any screen, on any network.

Based on REST APIs, you can encode, protect, and stream media to web, Windows, iOS, Android, TVs, game consoles, and other devices.

You can use Microsoft or third-party components for ingestion, encoding, DRM, origin service and CDN when developing media workflows for consumers or the enterprise.

Common Development Scenarios

- END-TO-END**
Build workflows entirely in Windows Azure
- CROSS-PREMISES**
Encode onsite and upload to transcode, protect or publish your media
- CLOUD SUPPORT**
Create and deliver media across multiple devices and platforms
- CLIENT APPLICATIONS**
Build applications with a great user experience across devices and platforms

Available Support

PLAYER SDKs & FRAMEWORKS	APIs / LIBRARIES
WINDOWS	REST
WINDOWS PHONE	.NET
iOS DEVICES	JAVA
ANDROID DEVICES	
SILVERLIGHT	
XBOX	
SET-TOP/CONNECTED TV	
FLASH/OSMF	
HTML5	

Supported Video Codecs

- H.264 (Baseline, Main, and High Profiles)
- MPEG-1
- MPEG-2 (Simple and Main Profile)
- MPEG-4 v2 (Simple Visual Profile and Advanced Simple Profile)
- VC-1 (Simple, Main, and Advanced Profiles)
- Windows Media Video (Simple, Main, and Advanced Profiles)
- DV (DVC, DVHD, DVSD, DVSL)

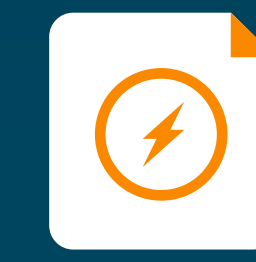
4. CONSUME

THE CHOICE IS THEIRS

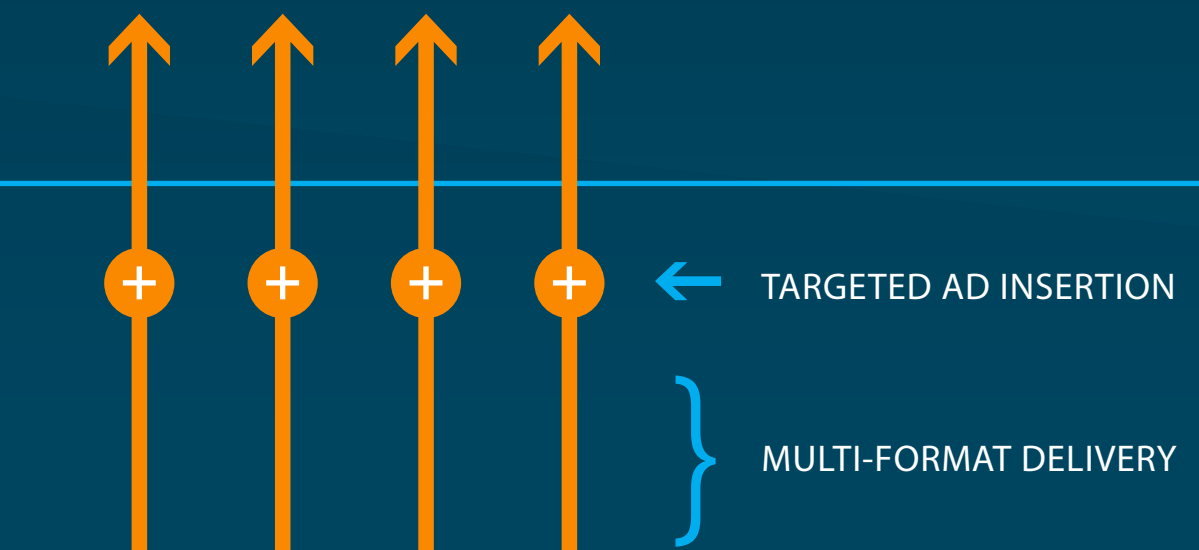
Media Services provides everything you need to deliver content to a variety of devices, from Xbox and Windows PCs, to MacOS, iOS and Android.



ANALYTICS
WATCHING YOUR WATCHERS
See how your media is performing once released into the wild. Your content can go anywhere and with your informed guidance, it can create opportunities and reach new markets.



TARGETED AD INSERTION
GIVE THEM WHAT THEY LIKE
Putting your analytics to use can mean a number of things - including creating new marketing strategies for engaging with potential customers and consumers.



3. DELIVER

REACH YOUR AUDIENCE

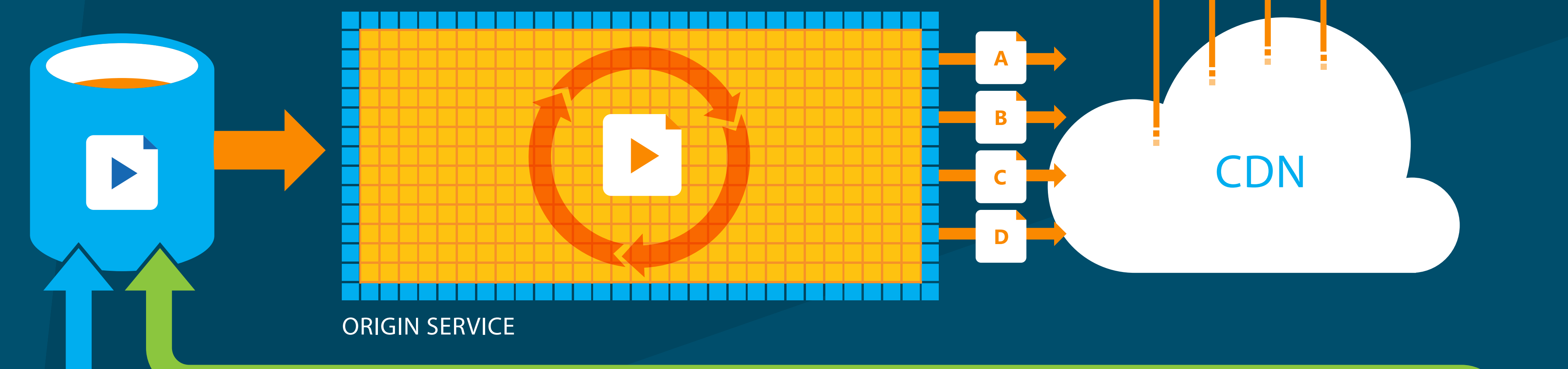
The Origin Service processes the outbound stream from storage to CDN or player. It contains:

CONTENT SERVER
Pulls content from storage and delivers it to CDN or client.

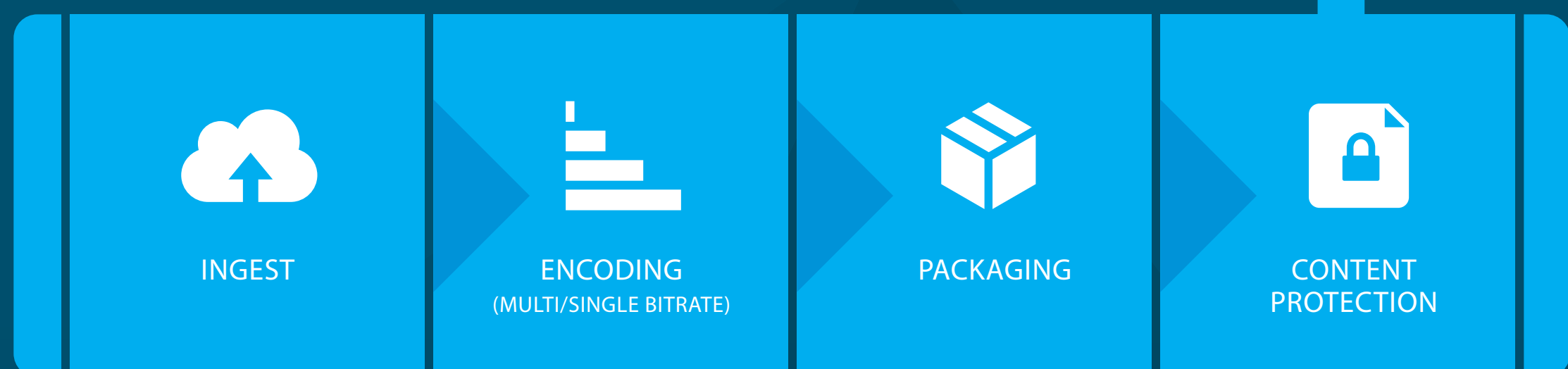
CACHING
Reduces load on Channels and Storage.

CONTENT ENCRYPTION/DECRYPTION
Keeps content protected.

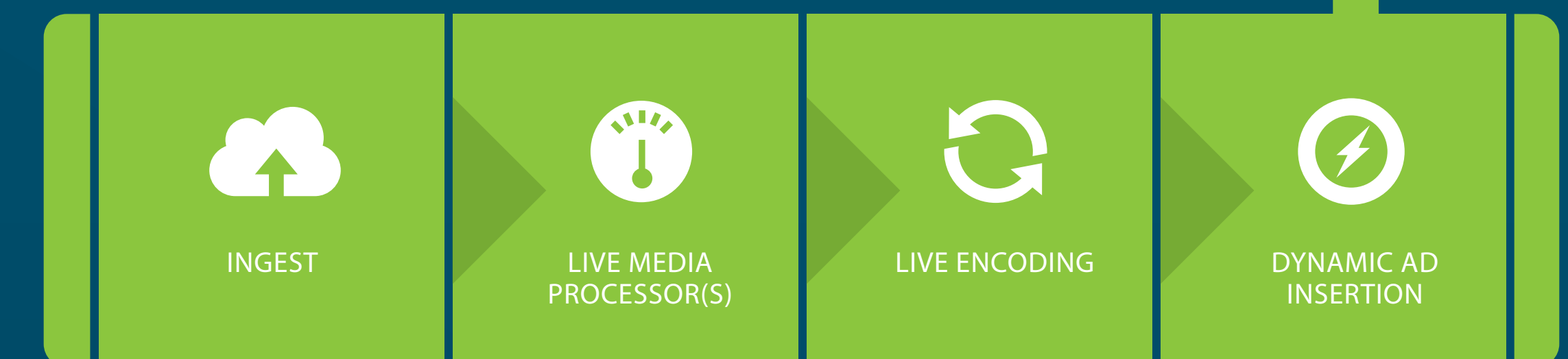
DYNAMIC PACKAGING
Stores media in one multi-bitrate format (MP4 or Smooth Streaming) and converts to the format requested by the client in real-time. Supported formats are HLS, Smooth Streaming and DASH/CSF.



2. MEDIA PROCESSING



ON DEMAND MEDIA



LIVE STREAMS (CHANNEL)

1. MEDIA CREATION



PLUG AND PLAY
Partners can replace media processing components or build applications that integrate with Media Services.

REST EASY
All services exposed can be hit by REST APIs. Sweet!

SECURELY AWESOME
Every transmission, upload and transfer is protected.

GET IT GOING: FAST INGEST
Using third-party services, we help you supercharge your upload speeds.



STREAM VALIDATION