Service Description

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1 Introduction

LiveArena Broadcast is built using Microsoft Azure Infrastructure to ensure a scalable, redundant and geographically distributed platform. LiveArena Broadcast is used together with your Azure Media Services account to be a complete solution for video streaming.

This document describes the entire service, what is included and what is required by the customer.

2 Requirements

2.1 Azure Media Service Account

The service requires an azure account with azure media services and azure storage account. The account is used for storing and delivering the videos.

2.2 Internet connection

The production kit included in the service requires a internet connection, wire, wireless or 4g modem to produce a LiveEvent. In order to deliver the stream from the production kit and the azure cloud the internet connection has to be at least 2Mbit upstream and firewall has to allow traffic over port 1935 to the Azure datacenter where the media service account is created.

2.3 System requirements

2.3.1 Video Management

LiveArena Broadcast management web requires PC och MAC with the latest version of Chrome, IE10, IE11, Firefox, Edge, Safari.

2.3.2 Web Site

LiveArena Broadcast web site requires PC, MAC, iOS, Android, Windows 10(Phone) and the latest version of Chrome, IE9, IE10, IE11, Firefox, Edge, Safari.

3 LiveArena Broadcast

3.1 Plans

3.1.1 Channel

All the tools and features you need to start your own TV-like channel via web or mobile. With a linear channel you can build a loyal audience and a have greater control of your communication.

3.1.2 Station

Everything included in our Channel tier and 2+1 channels. With a linear channel you can build a loyal audience and a have greater control of your communication. With two channels you can segment your audiences i.e. one consumer and one business to business channel. The +1 is an aggregated channel for combing your two channels and other assets.

3.1.3 Operator

Our premium tier lets you create any number of branded video websites and any number of channels for scheduling your upcoming live events and mixing them with your video on demand assets. To simplify management our Operator tier also includes any number of Accounts to separate access and management of live events and VoD assets.

3.1.4 Subscription model

All plans are made avaliable on monthly subscription basis.

3.2 Features

3.2.1 Video On Demand

3.2.1.1 Create

Upload videos for publishing.

3.2.1.2 Image

Add image to VOD for presentation in iframe, event link and web site.

3.2.1.3 Publish

Publish and unpublish your video. Unpublished video is not available to viewers.

3.2.1.4 Crop

Crop videos to change start and end time of a VOD.

3.2.2 Live

3.2.2.1 Schedule

Set a start and end time of the Live Event, Live Arena Broadcast will make sure all the resources needed in azure are available at the correct time. After the event the event is available as a VOD.

3.2.2.2 Metadata

Give your event a Name and Description. These values are visibile in the player and Playsite.

3.2.2.3 Image

Each event can have a image for the event. The image is cropped to 16:9 format and scaled down to appropriate size (720p).

3.2.3   Security

LiveArena offers a number of security features to protect the event

3.2.3.1   Password protection

Prompt viewers to input the a password to watch

3.2.3.2   Domain Restriction

The video can only be embedded in pre-determined webpages to avoid it being shared with unauthorized viewers.

3.2.3.3   IP (ingest, preview, view)

Specify from which IP address ingest and preview is allowed from. It is also possible to restrict viewers to specific IP Addresses.

3.2.3.4   AES

All videos and event are AES encrypted

3.2.3.5   AAD

Require your viewers to login to Azure Active Directory in order to view.

3.2.4   Accounts (only in Station & Operator)

Setup sub accounts to your account. This allows a department within an organization to have their own section within LiveArena that they can manage and control. Master accounts has access to sub accounts.

3.2.5   Users

Setup any number of admin users. Each user can have different access rights to LiveArena.

3.2.6   Iframe

Publish the live event, Video-on-Demand or linear channel on a external web site using html ifram technology

3.2.7   Singel Event link

Publish the live eventm Video-on-Demand or Channel on a single event page

3.2.8   Web Site

LiveArena Web Site is a video portal for all Live Events, VODs and Linear Channels. The video portal offers features such as:

3.2.8.1   Restrictions

Restricted access so only users with Azure AD or LiveArena User credentials can access the web site

3.2.8.2   Payment

Payment integration with PayEx card payment where money is directly wired to customers account.

3.2.8.3 Branding

Custom branding of web site, add banner, slideshow, Logo, Button Color/Text, custom list.

3.2.9 Channel

Schedule your Live events and VOD into a linear TV channel. LiveArena offers a simple scheduling tool that makes it easy to create a TV channel.

3.2.10 Products

Creata a premium service by adding products to the Live Events and VOD's. Events with a product cannot be viewed in the iframe player.

3.2.10.1 PPV

PPV gives access to a event for configurable amount of days.

3.2.10.2 Subscription

Subscription gives access for a month and then automatically charges the viewer for another month. It is possible to configure a free month. A subscription can contain any number of videos.

3.2.10.3 Package

Package gives access to one or several events for a configurable time.

3.2.10.4 Metadata

Give your product a Name and Description.

3.2.10.5 Currency

Multiple currencies are supported, but each product can only have 1 price in 1 currency. PPV and Packages can be configured to be purchased with a promo code.

3.2.10.6 Voucher

Create vouchers to give viewers discount on or each product a vouchers can be vreated to give a discount of 0-100% on a purchase.

3.2.11 Reports

Statistics such as Viewers over time, Total viewers, Region, Device, Browser and OS is colleceted and displayed on each event and accounts.

3.2.12 HIVE U

LiveArena Broadcast uses Hive U, a Software Delivery Network product which increases reach in corporate networks and reduces CDN cost.

4 LiveArena Broadcast Add-on Services

4.1 LiveArena Broadcast Single Cam Production Kit

The service includes a portable production kit fitted in a backpack. The backpack includes all hardware and software to produce a single camera LiveEvent.

- Surface Pro (or similar), including (if applicable) docking station and type cover
- Camera - Sony HDR PJ810 EB (or similar) including tripod
- Wireless microphone - Sony UWP-D11/K3 (or similar)
- LiveArena® Studio - production application
- LiveArena® Video Converter
- LiveArena® transport bag

4.1.1 Production Features

4.1.1.1 Ticker

A small graphic area for one line of text in the top of the broadcast

4.1.1.2 Name tag

A graphic overlay to present who is speaking and and describing text or title of the speaker.

4.1.1.3 Volyme

Adjust the the output audio on your broadcast.

4.1.1.4 Support

Get instant access to our support via chat from our professional support team.

4.2 LiveArena Broadcast Mulitcam Production kit

Proffesional Studio equipment for mulit camera productions.

- Computer (TriCaster Mini HD-4 or similar)
- Skype Hardware (NewTek Talkshow or similar)
- 3 Cameras (Sony PXW-X70 or similar)
- 3 Tripods (Benro BV4 or similar)
- 2 Wireless microphone (Sony UWP-D11or similar)
- 3 Studio Lights (Amaran HR672C or similar)

4.2.1 Production Features

4.2.1.1 Three camera production

Switch between up to three different cameras and two speakers

4.2.1.2 External Sources

Add external sources as computer with power point, other video mixing conferencing systems etc.

4.2.1.3 Skype integration
Connect people on via skype in the broadcast

4.2.1.4 Name tags
Add nametags describing the participants in the event

4.2.1.5 Overlay graphics
A graphic overlay to use during before, after and during brakes

4.3 HIVE Enterprise Video Distribution
Highly scalable and efficient video distribution service reaching the entire organization Real-time reporting and network monitoring of live broadcasts and on-demand distribution. Advanced tools for QoE analytics down to individual users.

Comprehensive silent testing tools to fully test the entire chain of production prior to major events.

4.4 Subscription model
4.4.1 All LiveArena Broadcast Add-on Services are made avaliable on monthly subscription basis.

5 Infrastructure

LiveArena Broadcast handles content management such as event booking, archiving, metadata, viewing and statistics.

Microsoft Azure Media Services is used for storage and streaming of your video content.

5.1 System Updates
LiveArena Broadcast is continisously updated. New releaseas and updates are communicated on https://helpcenter.play.livearena.com/

5.1.1 LiveArena Broadcast
LiveArena Broadcast is updated aproximetely 10 times a year and maintained to bring in new functionality and meet our SLA. Upgrades without downtime are done without notice ,if an upgrade requires downtime the customer will be notified by mail well in advanced.

5.1.2 LiveArena Studio
LiveArena Studio is the software on the LiveArena Broadcast Single Cam Kit.

LiveArean Studio is continuously updated. When a new release is available, the customer will be contacted by email and instructed to start the production kit and have it connected to the internet. LiveArena will then upgrade the application and notify the customer when the application is updated.

5.2 Scaling

5.2.1 Scaling of LiveArena Broadcast systems

LiveArena monitor and scale the LiveArena Broadcast systems for optimal performance and availability of reading and writing data to LiveArena Broadcast. The LiveArena Broadcast systems are deployed to multiple geographical datacenters to bring endpoints closer to you and your viewers.

5.2.2 Scaling of Azure Media Services

Scaling of Azure Media Services is done by YOU AND/OR MICROSOFT SUPPORT.

- Streaming Units can be scaled by you in the Azure management portal. This is to increase the amount of dedicated bandwidth from your account to the Azure CDN, for when you have a lot of traffic to many different video resources at the same time.
- The maximum number of Live Channels on your Media Account can be increased to increase the max number of simultaneous live broadcasts. This is done by submitting a support ticket to Microsoft Azure Support, see Quotas and Limitations for more info. **If you increase your max number of channels you must also send a support ticket to LiveArena to enable more simultaneous channels in LiveArena Broadcast.**

5.3 Monitoring and Incident response

LiveArena Broadcast services are monitored for performance, availability and errors 24/7 using market-leading monitoring systems, with a dedicated Operations Team responding to alerts and deviations.

("Please refer to the LiveArena Broadcast SLA for information on service levels…")

6 Support & Customer Care

6.1 Customer Care

LiveArena offers customer support 08.00 - 22.00 CET monday-Sunday. 24/7 production support is available and needs to be booked via helpdesk@livearena.com at least 5 working days ahead.

Tutorials and instruction and news can be found at https://helpcenter.play.livearena.com/

6.2 Live Production Support

The customer will recieve production support via e-mail, TeamViewer and/or chatt during LiveEvents

6.3 What do we support

If the customer is using our production kit including our Studio App and Converter we will offer full support. If the customer are using its own equipment we will only be supporting our broadcast admin ?