

# ApsaraVideo Live

## Product Introduction

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ApsaraVideo Live is an audio and video platform based on leading content access and distribution networks and large-scale distributed, real-time transcoding technology. It provides high-definition, live audio and video feed services that are fluent and conveniently accessible, with low latency and high concurrency.

ApsaraVideo Live provides a Web-based management console, APIs, and software development kits. With them, you can use and manage live video services and integrate them with your own apps and services.

All ApsaraVideo Live services are billed by usage, and service capacity is scalable. With no complicated architecture designs or programming development, maintenance costs are zero, so that you can focus on building your business logic and enhancing user experience.

Category	Feature	Description
Live video capture	Stream pushing protocol	Supports stream pushing RTMP.
	Stream pushing mode	Supports Alibaba Cloud's stream pushing SDKs and Demos for iOS, Android, and Web, in addition to common third-party stream pushing softwares such as XSplit, and FMLE.
	Stream pushing device	Supports common third-party codes or boxes based on stream pushing RTMP.
Live video watching	Stream playing protocol	Supports stream playing RTMP, FLV, and HLS.
	Stream playing mode	Supports Alibaba Cloud stream playing Demos for iOS, Android, and Web, in addition to common third-party stream playing softwares such as VLC.
Live video management	Management mode	Supports graphical management and API management using the console.
Console management	Domain management	Creates, modifies, or deletes

		a domain name; and enables or disables a live video service.
	Template management	Creates, modifies, or deletes transcoding, and screenshot templates.
	Console statistics	Collects and queries the real-time downstream bandwidth, downstream traffic, online viewers, requests (in the operator/region dimension), and quantity and status of live streams.
	Live video screenshot	Supports real-time screenshot overwriting and storage, in addition to the custom screenshot frequency.
	Real-time transcoding	Supports the LD, SD, HD, and UHD bit rate formats, and the adaptive aspect ratio of transcoded videos.
	Narrowband HD transcoding	Supports the LD, SD, HD, and UHD bit rate formats, and the adaptive aspect ratio of transcoded videos.
Live video security	URL authentication	Supports custom authentication key and expiration time.
Data statistics	Traffic statistics	Collects traffic data for statistics (granularity of one day)
	Peak bandwidth statistics	Collects the peak bandwidth for statistics (granularity of one day)
API management	API traffic management	Creates, modifies, deletes, enables, or disables a live video domain; queries the number of current concurrent viewers; and creates or stops a screenshot task.
	Live video screenshot	Takes screenshots through the course of live broadcast and saves them to the Alibaba Cloud OSS platform using APIs.
	Live video transcoding	Transcodes a live video to multiple formats using APIs.

Interactive live video	Server support	Supports server multiplexing and custom server templates.
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## Various solutions

ApsaraVideo Live provides a full range of technical solutions from streaming, transcoding, and distribution to playback, in addition to responsive uplink bit rate, narrow-band HD transcoding, screenshot, and time shifting among other features and services.

## Smoothness, low latency and high concurrency

ApsaraVideo Live boasts the lowest video lagging rate industry-wide, and the smoothest live video watching experience. ApsaraVideo Live adopts best-quality BGP rooms and bandwidth to reduce live video latency and ensure real-time interactions in live videos. With a concurrency capacity of 10 million live streams, the live video technical architecture can be dynamically scaled to handle any live video service requirements.

## Global coverage

ApsaraVideo Live has 1,000-plus live video nodes for full global coverage.

## Industry-tailored and scenario-oriented solutions

ApsaraVideo Live has mature, industry-tailored solutions that encompass all manners of live video application scenarios. ApsaraVideo Live provides live video solutions for industries including e-commerce, entertainment, online education and gaming industries.

## Multi-terminal adaption and seamless watching experience

Cloud synchronization technologies ensure that a video can be played on multiple terminals at the same time to provide a seamless viewing experience.

## Safe storage and security protection

ApsaraVideo Live provides URL encryption, video encryption and other rigorous security protection solutions to reduce risks including illegal recording and broadcasting live video without copyright consent.

## **Alibaba Cloud ApsaraVideo Live supports a variety of live broadcast applications and can meet various live broadcasting needs by:**

- Featuring high concurrency, low latency, over 1,000 CDN nodes around the world, millisecond-level response, intelligent navigation routes, and support for ten million concurrent online users.
- Enabling panoramic data statistics collection across a wide array of analysis perspectives, helping customer portraits facilitate business expansion.
- Supporting features such as real-time cover, real-time transcoding.

Additionally, the following sections details the numerous benefits that Alibaba Cloud ApsaraVideo Live can provide within different scenarios.

## **Finance**

- Offers a full range of technical services tailored for finance lecturers, including desktop demonstration, HD transcoding, and time-shift playback, and statistics of online viewers and live traffic.
- Supports live broadcast on various terminals, such as mobile devices, PCs, or the Web; supports video playing formats on the entire network, including live streams in the HLS, RTMP, and FLV formats, which enables rapid distribution of live content to terminals.
- Provides a dedicated, highly-private financial cloud, ensuring content security for live broadcast customers in the finance sector.
- Provides detailed statistics, helping financial platforms better analyze investors' investment behavior.

## **Sports events and concerts**

- Meets high-concurrency and high-definition live video broadcast requirements, and the content distribution system ensures stable and smooth broadcasting.
- Provides a narrowband HD transcoding service, helping customers with large downstream traffic save traffic costs.
- Transcodes services to multiple formats, and delivers them on the network.
- Supports live broadcasting on the mobile side, PC side, or Web side. Alibaba Cloud ApsaraVideo Live also provides flexible players for mobile devices and Web, and issues live streams of HLS, RTMP, and FLV to meet different viewing needs.
- Provides detailed statistics, helping analysis of viewers' behavior and live profiles after sports events.

## **Interactive live broadcasting**

## Entertainment interaction

- Meets ultra high-concurrency, low-latency, and multi-definition live video requirements.
- Supports live broadcasting on the mobile side, PC side, or Web side, enabling flexible and comprehensive live modes to apply to different scenarios.
- Supports the beautifier and filter functions. This service offers player Demos on the mobile side and Web side, and is capable of distributing live streams in HLS, RTMP, and FLV formats.
- Provides multidimensional statistics on live video popularity, viewer, and region popularity distribution, number of viewers, and downstream peak traffic, helping users better analyze the live videos.
- Supports real-time editing and media transcoding functions.
- Provides instant communication which enriches interaction between a host and viewers during live broadcasting.
- Supports porn identification for live videos to ensure live content security.

## Education interaction

- Presents PowerPoint slides without interruption, and features low latency, synchronous broadcasting with global support.
- Supports live broadcasting on various terminals, including mobile devices, PCs, or the Web; supports video playing formats on the entire network, including live streams of HLS, RTMP, and FLV; and rapidly delivers content of live videos to terminals; contributes to flexible and comprehensive teaching that can adapt to different teaching scenarios.
- Provides detailed statistics to help analyze teachers' teaching and students' viewing activities.
- Supports real-time editing and transcoding.
- Supports instant communication which enriches interaction between teachers and students in class.

## Live conference

- Supports up to 10,000 concurrent users, cross-platform video conferences, and on-site simultaneous interpretation.
- Supports low-latency internal enterprise training and conference communication to improve the communication efficiency.
- Supports live broadcasting on various terminals, including mobile devices, PCs, and the Web; supports video playing formats on the entire network, including live streams of HLS, RTMP, and FLV; and rapidly delivers content of live videos to terminals.
- Supports real-time editing and transcoding.
- Provides instant communication to facilitate conference interaction for improved communication efficiency.