

# Windows Media and Silverlight

Harry Mower

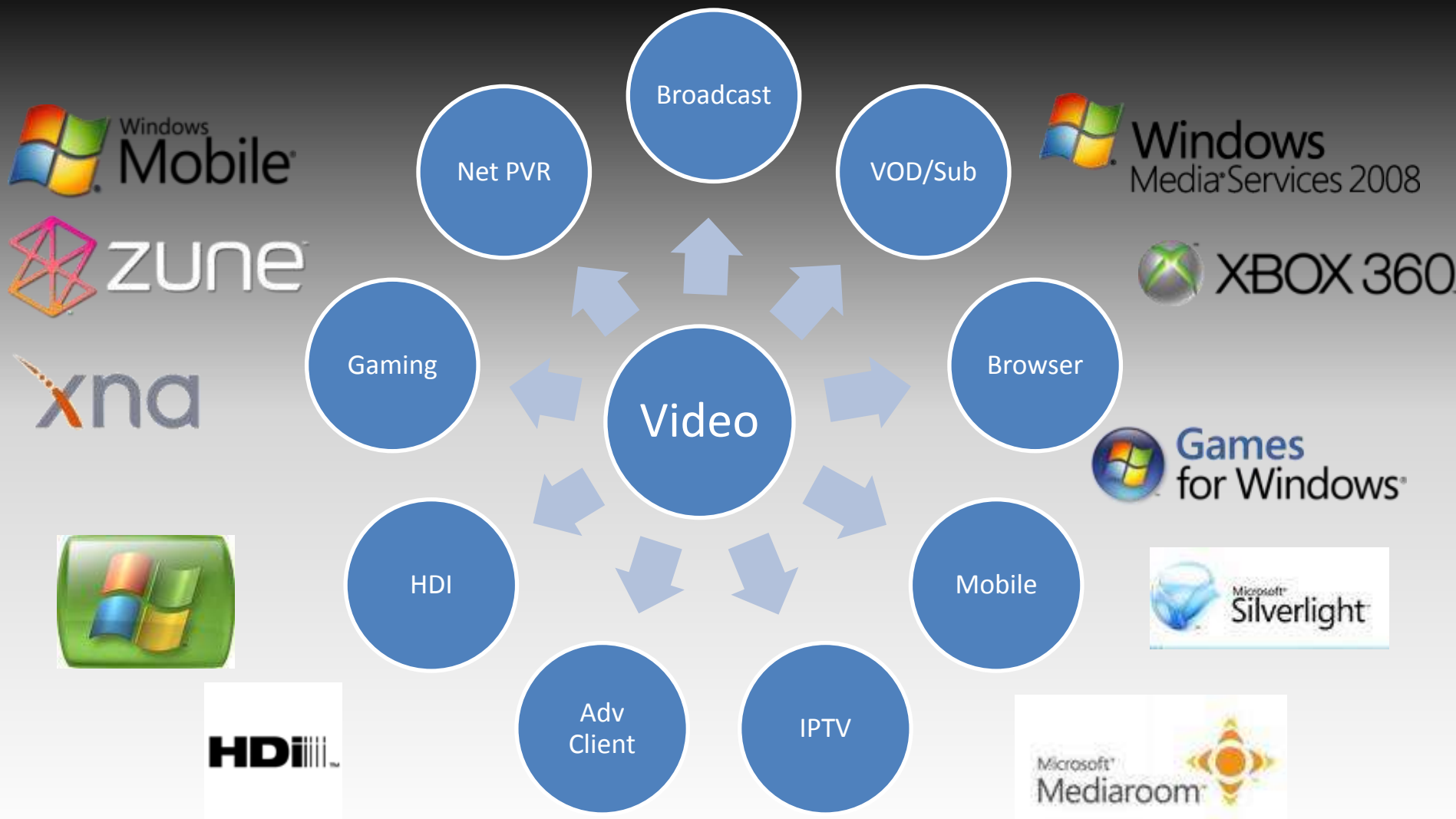
Strategy Advisor, Media Technologies

Microsoft, Communications Sector

# My Role/Perspective

- I work with the major media companies and network operators to create next generation content delivery systems – (3-5 year horizon).
- From this perspective I see a very broad set of strategies and technologies being considered.
- Hypecycle Trends –
  - Near Term - Hyperlocal, UGV Live, Syndication
  - Mid Term – Alt Screen Distro, Rights Mng.
  - Long Term – Linear on Demand

# The Network View of Video



# Windows Media has a long History

- Almost 10 years of delivering High Quality, Cost Effective Video to the Enterprise, Web and Mobile

TV-Quality  
to the  
Desktop



- Optimized quality at any connection speed
- Unmatched audio and video quality

Low-cost &  
Rapid ROI



- Industry's highest scalability - fewer servers
- Better compression, less bandwidth
- Easy administration, minimizing IT requirements

Easy  
Deployment &  
Integration



- Rapid player deployment to every desktop
- Easy policy customization & implementation
- Extensible architecture for solution integration

# And We Continue to Add Value



- 2x scalability vs. Windows Media Services 2003
  - Server Core installation, reduce footprint for dedicated streaming
  - Built-in cache/proxy plug-in makes it easier to configure
  - Supports live, on-demand
- Enhanced progressive download (on-demand) scalability
  - Built-in “bit-rate” throttling, lowers download delivery costs
  - Caching support for files > 4GB, enables HD delivery
  - SSL-based content delivery
  - Simplified admin

# Windows Media is Live and Streaming

- **2 x 8 times faster than other streaming media servers**
- Advanced Fast Start - eliminates on-start buffering
- “Trick Mode” capabilities - FF and RW optimization
- Play while Archiving – rewind LIVE events
- Emmy Winning Codecs – HD Quality, Less Overhead
- Bandwidth Throttling – Max Bandwidth for ALL Media
- Cache/Proxy Solutions – Built in Proxy plugin support
- Industry CDN support – Up to 35% less expensive
- And many others...

# But the Web Client has Challenges

- Windows Media Plugin is not cross-platform, cross-browser capable.
  - *Buffering, Buffering, Buffering...*
- Can not be easily customized.
  - *Buffering, Buffering, Buffering...*
- Does not integrate with the page experience
  - *Buffering, Buffering, Buffering...*
- And sometimes there's a buffering delay 😊

# Introducing Silverlight



## High Quality Media Delivery

- Instant Playback
- Limited to no buffering
- HD Quality support
- Tools for live and on-demand delivery

## Compelling Cross-Platform User Experiences

- Seamless, fast installation for end users
- Consistent experiences on Mac / Windows (**Firefox, Safari, IE**)
- Vector-based graphics, media, text, animation and overlay

## Flexible programming model and tools

- Choice of development languages (.Net and others)
- Integration with existing Web technologies (AJAX)
- Role specific tools for designers / developers

## Connected to services

- Easily mash-up and incorporate services and data (PopFly)
- Increase discoverability/searchability
- Rapidly scale applications with Silverlight Streaming service

Demo

# **SILVERLIGHT EXAMPLES**

# Interactive Applications

Database and Reports

Scripting and Automation

Ent Server and Services

Web Logic and Services

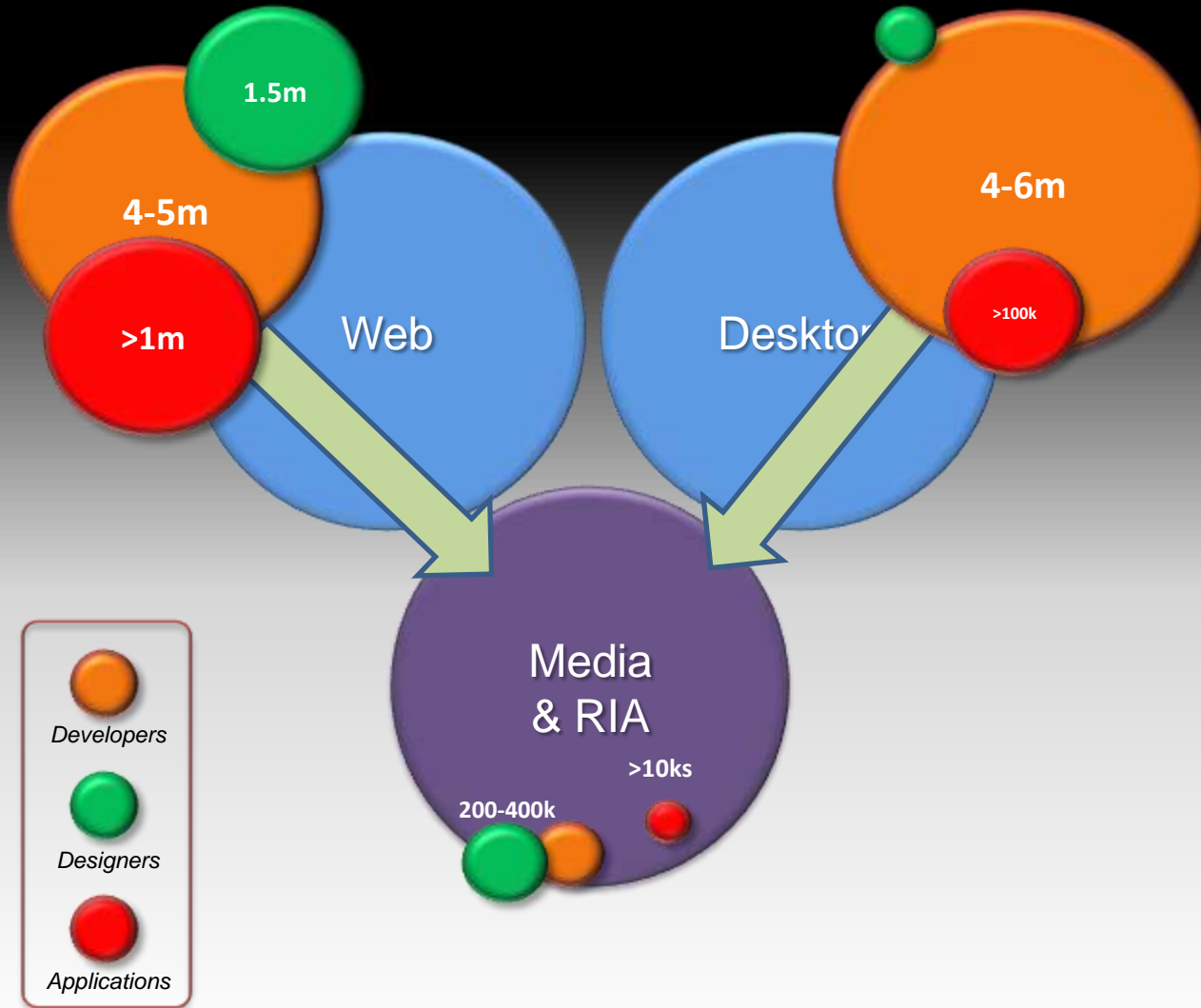
Desktop Client

Web Client

Device Client

Interactive

# Creators & Apps by Category

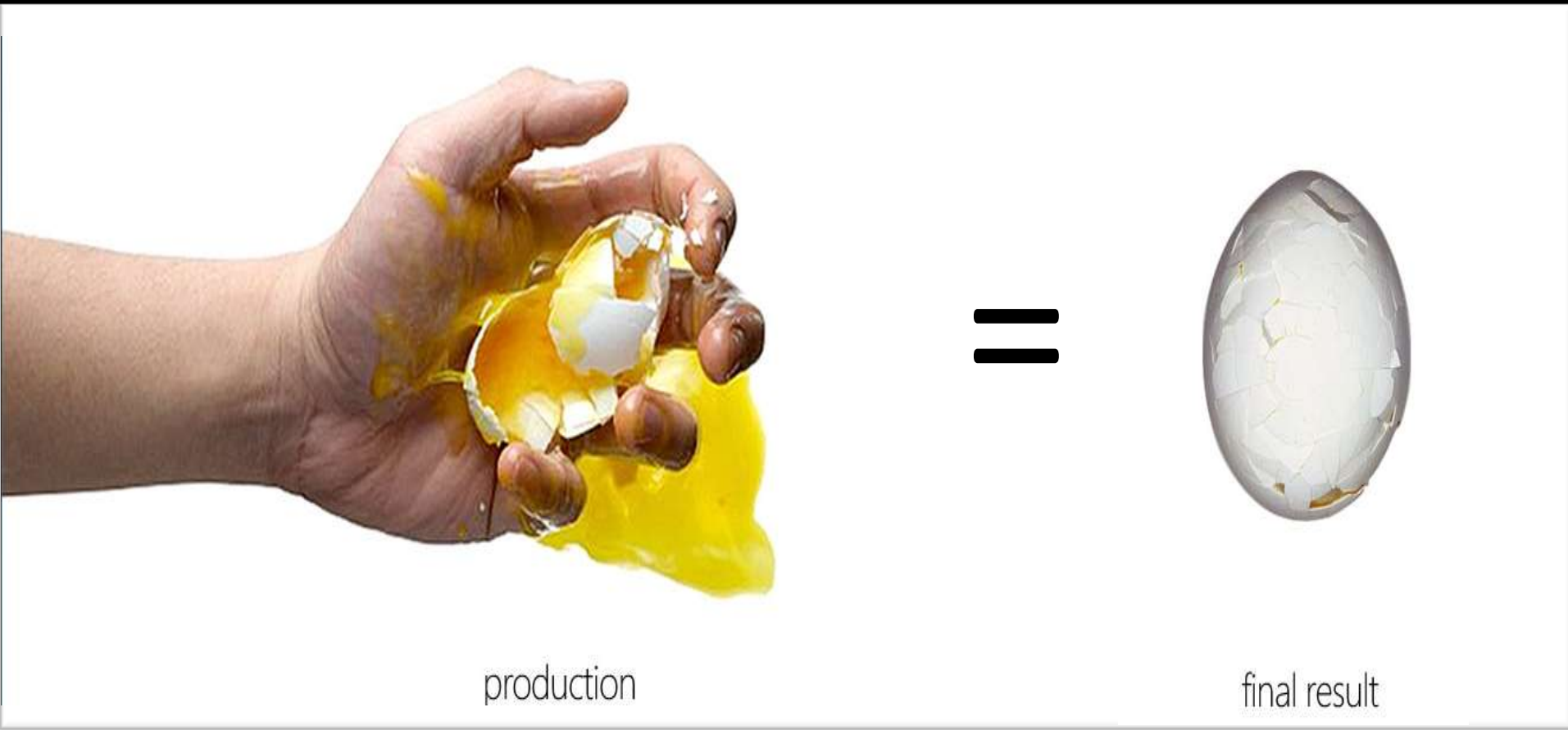


Developer skills  
today =  
Web & Desktop

Media & RIA  
= emerging

Enterprise UX  
of tomorrow =  
consumer UX of today?

# Designer/Developer Collaboration



production

final result

design

production

comb

final result

# Bring Together Developers and Designers



## Designer

Look, behavior, brand,  
and emotional connection



## Developer

Function, deployment, data,  
security, operational integrity

Select Me! 3 ▾

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- Select Me! 2
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▶ XAML ▶

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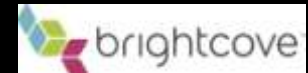


# Roadmap

- **1.0 Available Today!**
  - Completes the Windows Media Story
  - Cross-Platform, Cross-Browser Interactive Applications
  - JavaScript programming model targets wide developer audience
- 1.1 Ships in '08
  - Extends RIA capabilities
  - Widens the developer community with PHP, Ruby and .Net Support.

# Current Customers and Adoption

Growing the install base through MS properties and high-profile partners



# Questions?

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