

Windows Media and Silverlight

Harry Mower

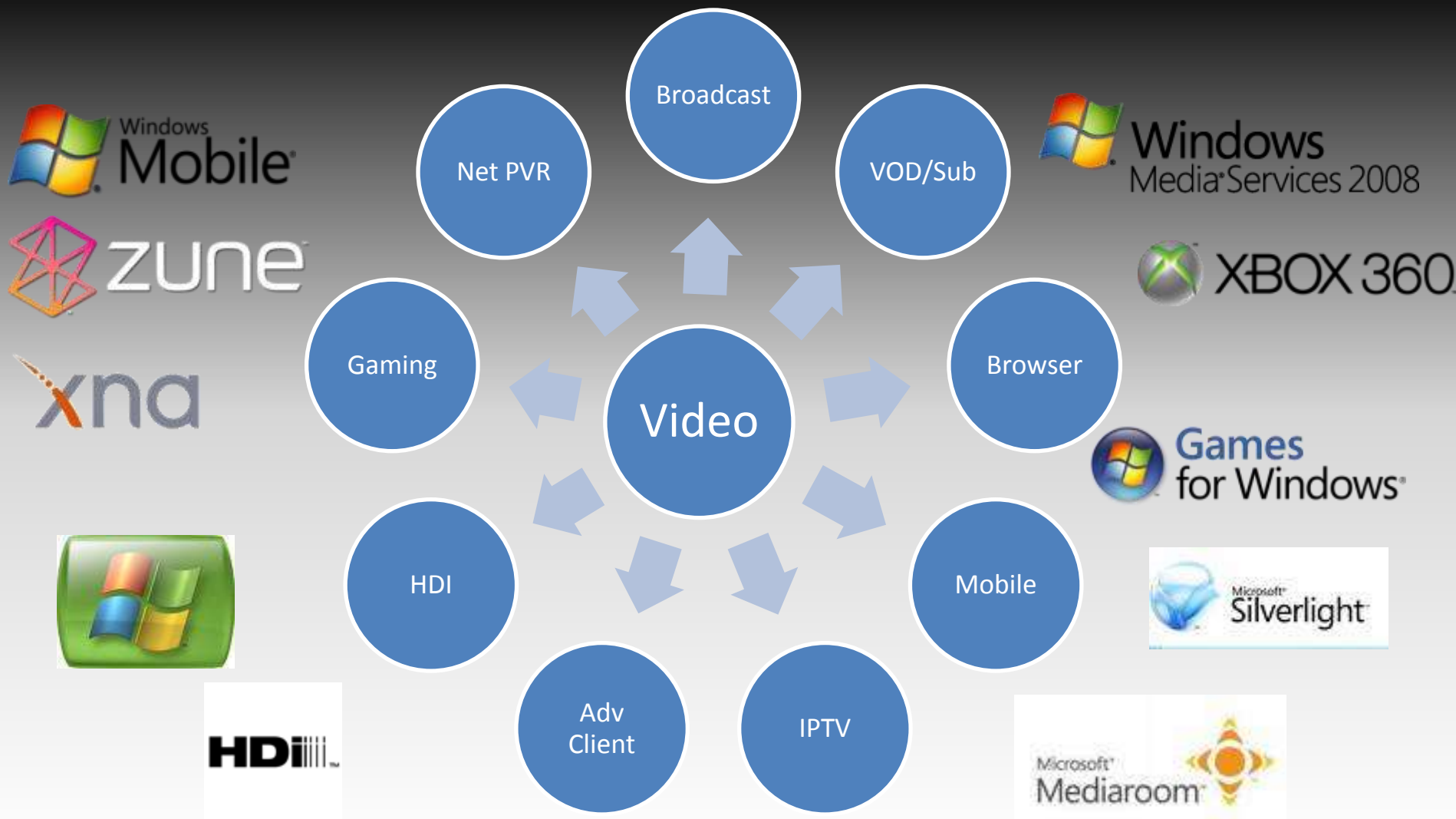
Strategy Advisor, Media Technologies

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

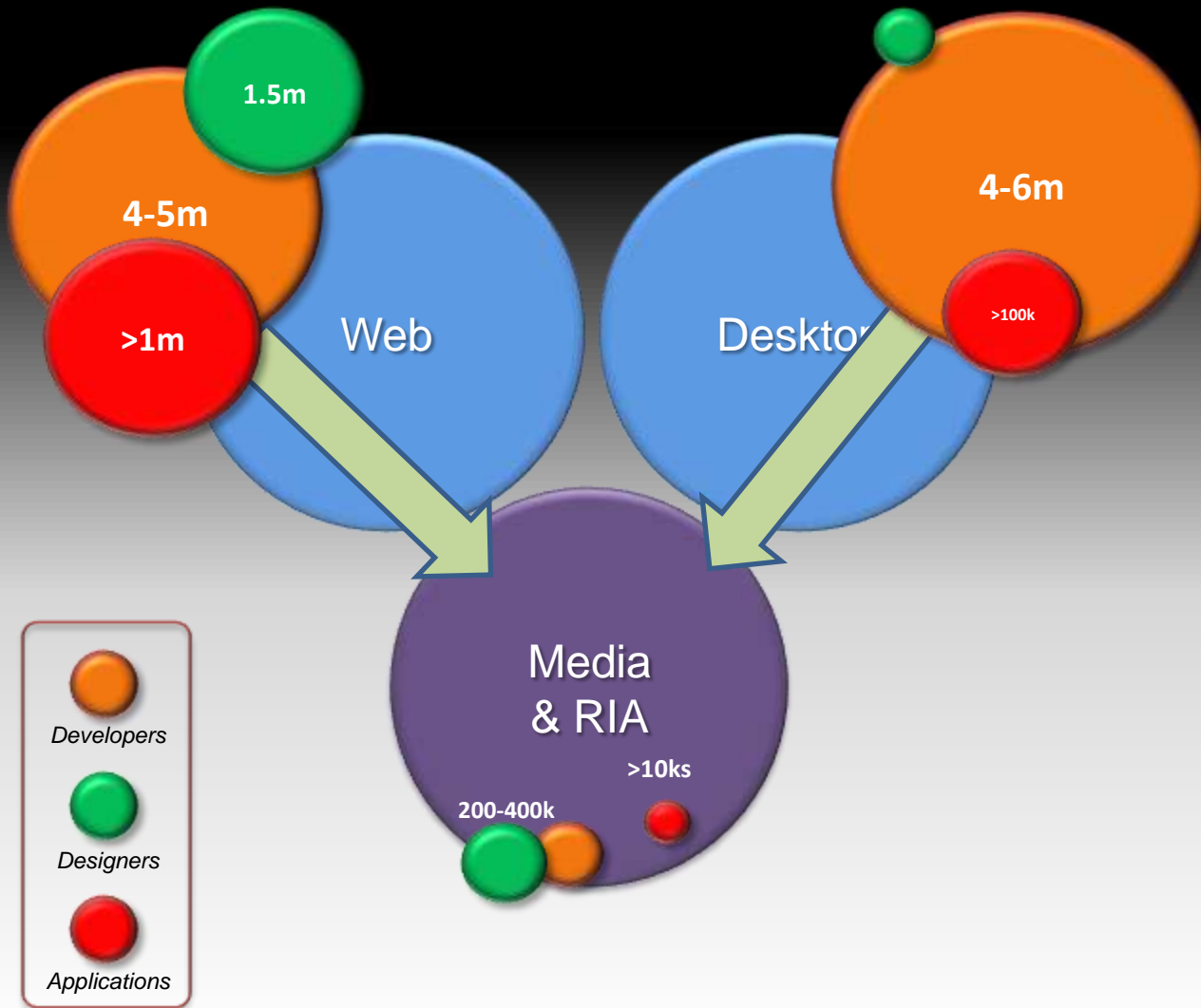
Desktop Client

Web Client

Device Client

Interactive

Creators & Apps by Category

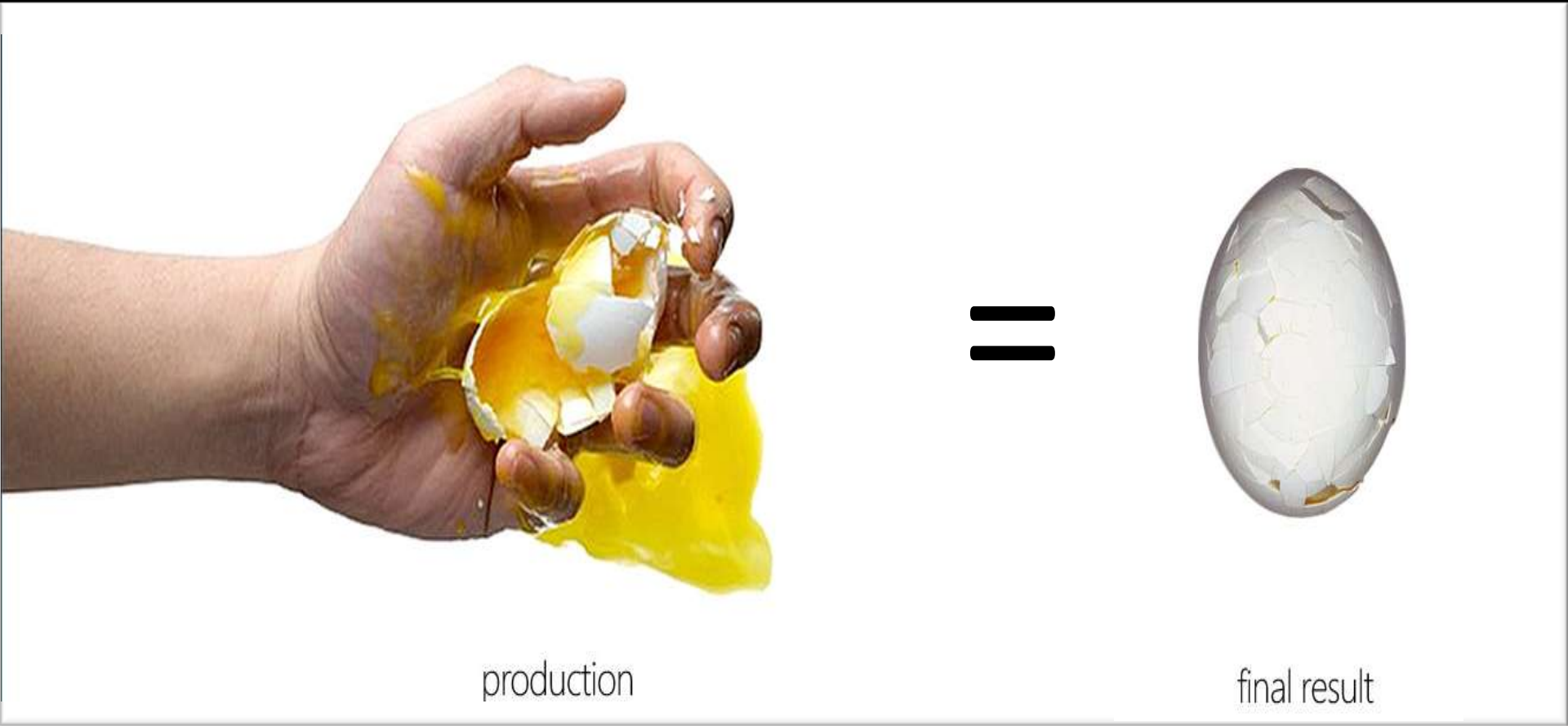


Developer skills today = Web & Desktop

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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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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