SUCCESS STORY

PULS 4 is the leading private TV broadcaster in Austria. They offer linear TV as well as live streams at [www.puls4.com](http://www.puls4.com). PULS 4 is part of the ProSiebenSat.1 Media group. Bitmovin provides cloud-based encoding services as well as the HTML5 and Flash video player ensuring a reliable webcast of the PULS 4 live streaming events.

PULS 4’s core challenges of live streaming events

- Need to live stream several times a month for a couple of hours with a cost-efficient infrastructure that is available when needed
- Cover all devices and platforms – desktop, tablets, smartphones
- Deliver highest video (HD/Full HD) and audio quality without buffering
- Possibility to use their own Content Delivery Network.

“We are streaming a lot of unsteady live events. For us it’s most important to work with a partner where we can use live streaming capabilities as we need it. We have no fixed infrastructure costs and we need no dedicated team to stream the live events due the usage of the cloud-based encoding service of Bitmovin”, says Andreas Zierhofer, Innovation Manager at PULS 4.

bitmovin’s solution, services and products

How could bitmovin address the requirements of PULS 4?

1. bitcodin, bitmovin’s cloud-based encoding platform, processes a 10Mbps RTMP input stream and encodes the origin content to several qualities – 250kbps to 3Mbps – with quality levels for all devices – 240p, 480p, 576p, 720p, 1080p.
2. Flexible distribution using scalable HTTP Content Delivery Networks. PULS 4 uses their own CDN for distributing the live events.
3. bitdash, bitmovin’s high quality MPEG-DASH and HLS player based on HTML5 and Flash ensures the perfect video and audio playback of the encoded content on all devices and platforms.

About Bitmovin

Bitmovin provides industry leading online streaming solutions and enables high quality online video streaming with HTML5 – live as well as on demand – over the web. Bitmovin guarantees smooth streaming without buffering and lowest startup delay with resolutions up to HD and 4K.