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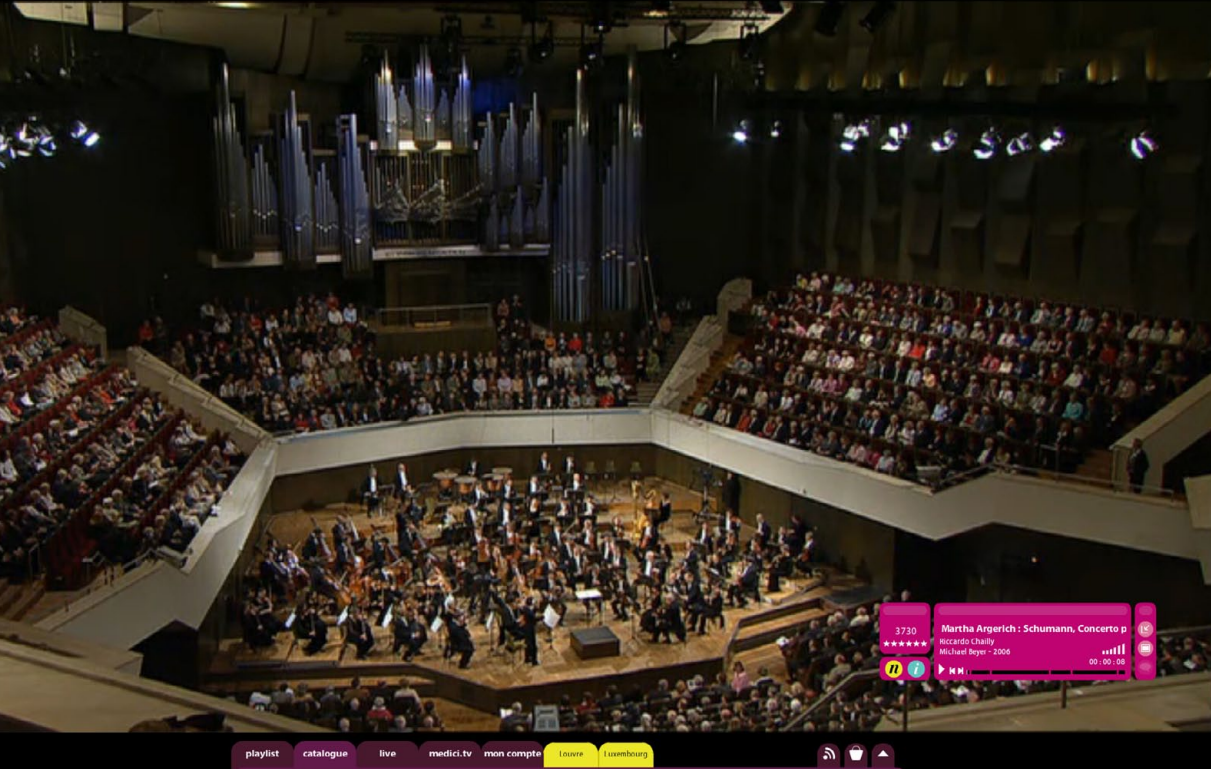


Classical music, new-age stage

Medici.TV brings world-renowned classical music performances to a global Internet audience using the Adobe® Flash® Platform



While some may think of classical music as stuffy or staid, nothing could be further from the truth. Classical music concerts are brimming with power, emotion, and even fun, not to mention talent. No one knows this more than Herve Boissiere, CEO of Medici.TV, a website where tens of thousands of unique visitors each month enjoy live and on-demand video of classical music concerts online.



Powered by the Adobe Flash Platform, Medici.TV delivers live and on-demand videos of classical music performances to thousands of passionate fans worldwide. Since the service launched in May 2008, visitors to the site have watched 3.4 million free live webcasts from some of the world's most renowned venues.

"Classical music fans want great images, color, and sound—and that's what the Adobe Flash Platform provides."

Jean-Pierre Loisil, production consultant, Medici.TV, and CEO, KALINET

Since the service was launched in May 2008, visitors from around the world have watched 3.4 million free live webcasts of concerts from the world's great concert halls and music festivals. Since its founding, Medici.TV has captured everything from the renowned Verbier Festival in Switzerland to stunning piano recitals from artists performing inside the Louvre—and this is only the beginning. Whether they are streamed live or enjoyed later on-demand, Medici.TV relies on the Adobe Flash Platform, including Adobe Flash Media Server, to bring the concerts to classical music lovers worldwide.

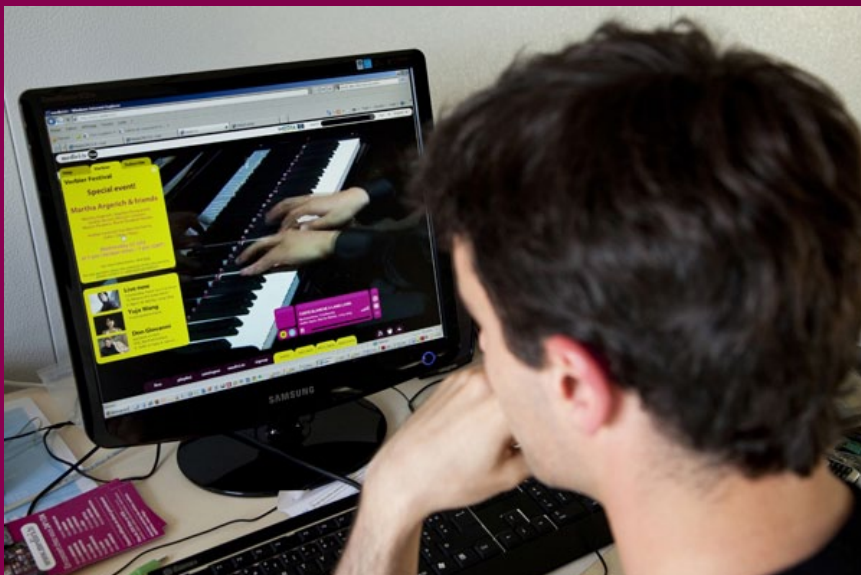
"Adobe Flash technology is an essential ingredient in our efforts to stream high-quality classical concerts live and on demand," says Boissiere. "Classical music lovers and performers are discerning people and they expect excellence. The audio and visual quality we can deliver with the Adobe Flash Platform is superb; it's key to our success in bringing live classical music to the Internet."

Burgeoning talent, fewer outlets

A veteran of the classical music industry, Boissiere saw the precipitous decline of traditional distribution methods, and he noticed that fewer classical performances were being broadcast on television. At the same time, everywhere he looked there was a wealth of brilliant classical musicians and greater diversity of talent than ever. He became inspired to find a way to identify the best musicians and give them a new venue to share their artistry with a worldwide audience. He believed that streaming live classical concerts over the Internet was the answer, and the opportunity to reach a worldwide market.

In its search for superior streaming media technology, Medici.TV wanted to easily reach a global audience using multiple computer platforms and provide TV-quality Internet broadcasts, without the expense of television-style production.

"If we had a production model with costs equivalent to television, we could probably only broadcast about five concerts per year," says Boissiere. "Instead, using a workflow that is about ten times less expensive and a staff much smaller than what would be required for television, we can broadcast about 100 concerts each year over the Internet."



Medici.TV's Adobe Flash Platform solution, including the Adobe Flash Player and Adobe Flash Media Server, helps the company meet its goal of providing online classical music performances with superlative audiovisual impact, low-cost production, and seamless distribution to a global audience on multiple platforms and varying Internet connections.

A low-cost platform for worldwide distribution

The quest for a solution that would provide superlative audiovisual impact and support low-cost production as well as easy global distribution ended quickly, with the Adobe Flash Platform. Medici.TV streamed its first live concert using Adobe Flash Media Server in May 2008. Since then, the company has streamed 141 live classical concerts.

The concerts are subsequently edited and posted to Medici.TV and can be experienced on demand. Approximately 45,000 unique visitors come to Medici.TV each month to watch videos on demand. During live concerts, that number swells to about 80,000 visitors. All of this has occurred without proactive marketing on Medici.TV's part.

"We established our technology foundation and a cutting-edge production workflow based on Adobe Flash technology first, and are now beginning to get started with marketing," says Boissiere. "It's gratifying to see that we already have a large, loyal, and growing audience without even starting proactive outreach."

Low-profile production, high-quality production value

To capture live classical concerts, a small production crew strategically locates five remote HD cameras so they can capture the action but not disturb artists or conductors. One or two operators, depending on the scope of the

concert, control the cameras remotely, focusing them on key concert highlights such as solos that occur during the performance.

Using hardware-based, multiband compressors, the production team compresses high-quality audio for live Internet streaming. They use Kulabyte's Xstream encoding technology to encode and compress video for Internet delivery. The content is uploaded to Adobe Flash Video Streaming Service partner Highwinds, responsible for streaming the content live via its RollingThunder global content delivery network (CDN) using Adobe Flash Media Server software. The content is later edited and delivered on-demand from the website in H.264, which offers stunning-quality video to viewers at low data rates.

"Adobe Flash technology has become a standard for delivering exceptional quality video either live or on demand over the Internet," says Jean-Pierre Loisil, production consultant for Medici.TV and CEO of KALINET, a French company dedicated to webcast services that provides all streaming services to Medici. "Classical music fans want great images, color, and sound—and that's what the Adobe Flash Platform provides."

Catering to a global audience

Audiences can watch the live performances on the Internet at either low (500 Kbps) or high (1.2 Mbps) streaming video bitrates to suit their Internet connections. In the future, Medici.TV

Medici.TV

Paris, France
www.medici.tv

KALINET

Paris, France
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Challenge

- Leverage the Internet to unveil growing pool of musical talent
- Reach global audience on multiple platforms
- Provide exceptional quality
- Engage young, Internet-savvy audiences

Solution

Tap the Adobe Flash Platform, including Adobe Flash Media Server, to deliver classical music concerts to a global audience

Benefits

- Provided successful new outlet for classical musicians
- Grew live-event viewers to 80,000 and on-demand viewers to 40,000 without proactive marketing
- Enabled global audience on multiple platforms to view concerts without software downloads
- Began transforming young audiences into classical music enthusiasts

Toolkit

- Adobe Flash Platform. Components used include:
 - Adobe Flash Player
 - Adobe Flash Media Server

"The Adobe Flash Platform provides the quality discerning audiences expect today, and the interactivity and rich media required to earn the excitement and loyalty of tomorrow's classical music enthusiasts."

Herve Boissiere, CEO, Medici.TV

plans to employ Dynamic Streaming, a quality-of-service feature in Adobe Flash Media Server 3.5 that automatically manages the flow of multiple bit-rate video streams for both live and pre-recorded media and adjusts the video stream dynamically depending upon viewers' Internet connections.

"Adobe stays on the leading edge of technology when it comes to streaming media over the Internet," says Boissiere. "With features like Dynamic Streaming, we can rest assured that we are providing audiences with the best possible viewing experience."

Regardless of the platforms they are using, audiences can watch the live or pre-recorded concerts without downloading additional software because Adobe Flash Player is already installed on 98% of Internet-connected desktops worldwide. "With Adobe Flash technology, we can reach a global audience with ease," says Boissiere. "It is vitally important to us that classical music lovers—whether they use PC, Mac, or Linux systems—can all tap into the wonderful entertainment we offer. With the Adobe Flash Player they can, and they don't have to endure cumbersome downloads to do so."

Bringing interactivity to classical music

Today, loyal classical music fans can watch a plethora of free content or purchase a monthly subscription from Medici.TV to watch all of the live events, as well as 300-plus programs available on-demand on the site. In the future, Medici.TV plans to create a new media player based on the Adobe AIR® runtime that will allow concerts to be viewed offline. The player will also provide interactivity such as live chat and the ability to switch between camera views—functionality designed to capture younger, Internet-savvy audiences.

For now, the key to Medici.TV's success is ubiquitous distribution in a high-quality format that is a pleasure to watch for Internet audiences, and access to some of the finest musical performances in the world. "With Medici.TV, we are greatly enlarging the audience for classical music, and we are engaging children and showing them how fascinating and great classical music really is," says Boissiere. "The Adobe Flash Platform provides the quality discerning audiences expect today, and the interactivity and rich media required to earn the excitement and loyalty of tomorrow's classical music enthusiasts."



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