

CASE STUDY

The Art of Living

VOD, Transcoding & Events Live Streaming



About Art of Living

Founded in 1981 by H.H. Sri Sri Ravi Shankar, the Art of Living Foundation is a non-profit educational and humanitarian organization working in consultative status with the United Nations' Economic and Social Council on initiatives related to health, meditation, education, sustainable development, conflict resolution, and disaster relief. Reaching 300+ million people over 156 countries worldwide, the Art of Living(AOL) Foundation offers highly effective educational & self-development programs and tools including breathing techniques, meditation, yoga and practical wisdom for eliminating stress and fostering profound inner peace, happiness and well-being.

What Art of Living wanted

The Art of Living Foundation required:

VOD CMS

- An intuitive VOD platform to upload, host, and stream content in a single platform
- To monetize content
- To stream content into different frontends across multiple platforms & devices
- Get in-depth insights of the user analytics and video consumption patterns

ENCODING & TRANSCODING

- A robust Transcoding solution that transcodes video content into preferred bitrates for different frontends of websites and apps.
- Cost-optimized content delivery across world without compromising on streaming quality

LIVE STREAMING

- Livestream events with optimum streaming quality and experience
- Broadcast parallel, multilingual streaming to viewers across the world
- Track viewership & content reach

The Art of Living Trusts MultiTV

MultiTV catered to AOL's requirements via multiple products such as:



Creator

- Advanced VOD platform for content upload, hosting, and streaming
- Multiple monetization methods via multiple payment gateways and currencies
- Embedded a powerful, feature-rich Video Player into different frontends across platforms & devices
- Cost-optimization of content delivery achieved via lossless compression with CDN without compromising on streaming quality
- Enabling parallel multilingual streaming sessions to audience across the world
- Multilingual Content Broadcast, & Advanced Analytics,

The Art of Living Trusts MultiTV

MultiTV catered to AOL's requirements via multiple products such as:



- Content Ingestion & Transcoding video on-demand and live content into preferred bitrates for different frontends of websites and apps

The Art of Living Trusts MultiTV

MultiTV catered to AOL's requirements via multiple products such as:



- Live Streaming of events with Adaptive Bitrate Streaming capability, and achieve high scalability for massive number of users

All the above were achieved with 50% Cost Optimization

HIGHLIGHTS



RESULTS

10+

Live events

150+

Streamed Countries

3000+

Streaming Hours

20000+

Registered users

1500+

Transcoding Hours