

# LOW LATENCY ENCODING

A blurred, high-speed view from a car window looking out at a road and landscape, with a side-view mirror in the foreground showing a clear, sharp reflection of the same scene.

TIM DOUGHERTY  
WOWZA MEDIA SYSTEMS

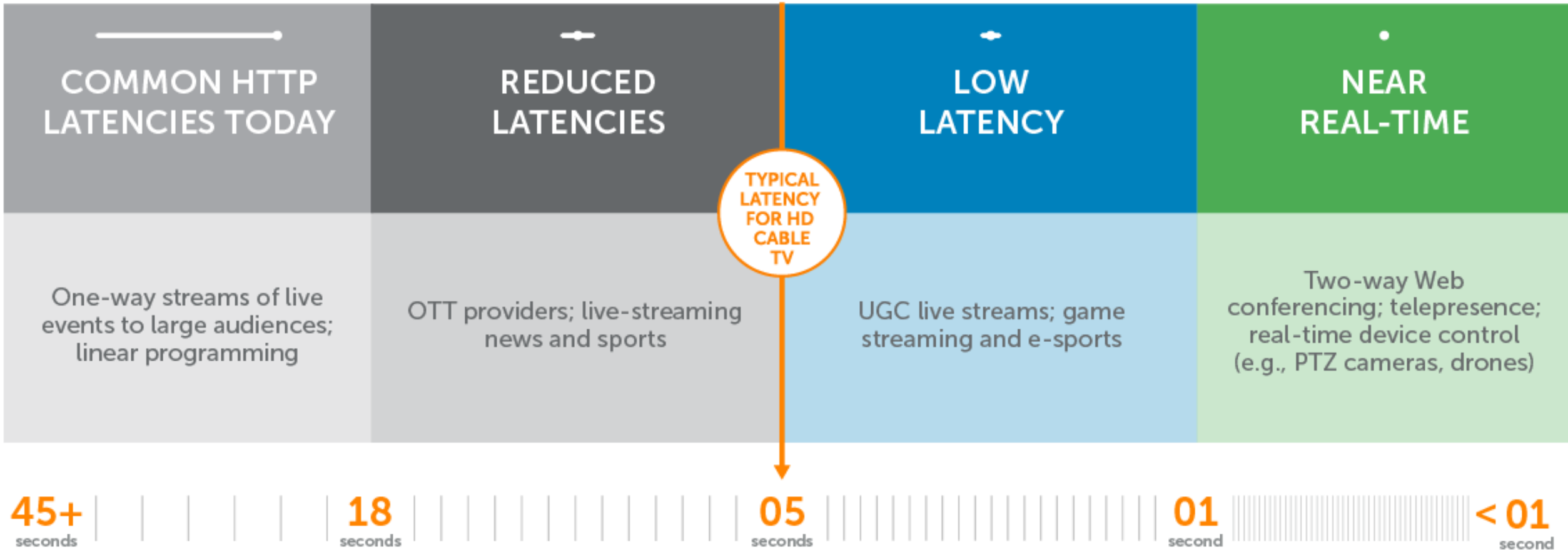
JULY 2019

la·ten·cy  
'lātənsē/  
*noun*

1. The amount of time (delay) between when a frame of video is captured and displayed.



# STREAMING LATENCY AND INTERACTIVITY CONTINUUM

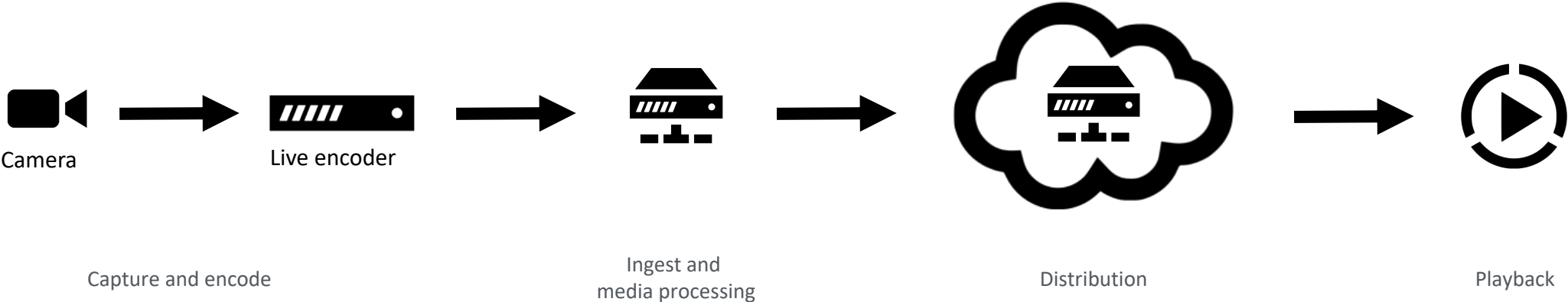


**LOW LATENCY NOW!!**

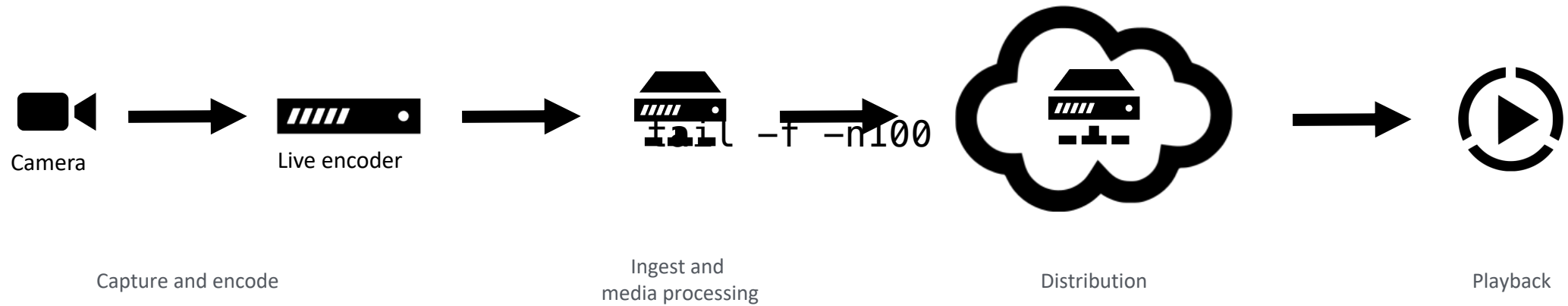


**SUB ONE SECOND OR BUST!!**

# A TYPICAL LIVE STREAMING WORKFLOW..



# ...WITH LOW LATENCY



00:00:00.08

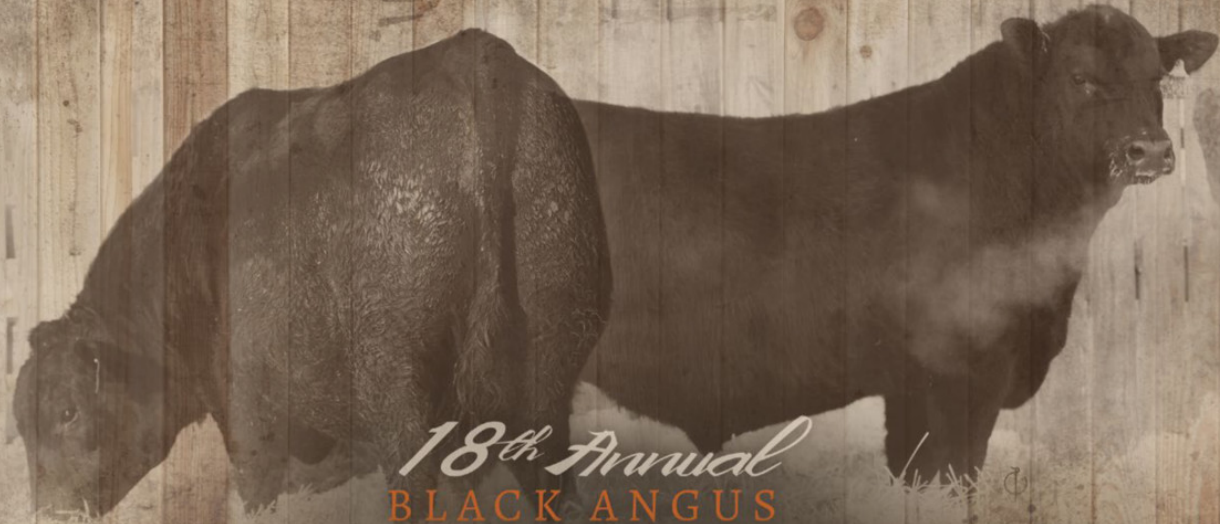


# IT'S ALL ABOUT INTERACTIVITY

- Auctions
- eSports
- Gambling
- Medical
- Sports
- Social Media
- E-Commerce
- Government



March 15, 2018, 1:00 pm | Medicine Hat Feeding Co, Medicine Hat, Alberta



*18th Annual*  
BLACK ANGUS  
**BULL SALE**

ALLEN CROFT ANGUS & BORDER BUTTE ANGUS



Vol. 17 Medicine Hat Feeding Co., MEDICINE HAT, AB

**BORDER BUTTE**  
*BULL SALE*

**NEW DATE**  
December 17  
2018

*Demo*





QUESTIONS?

**THANKS!**

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WOWZA  
STREAMING  
CLOUD™

WITH ULTRA LOW LATENCY

ANY SIZE AUDIENCE,  
ANYWHERE IN THE WORLD,  
IN UNDER THREE SECONDS

