

Watch Live Streaming High Definition TV on a Computer or Mobile Device with ZapMyTV



Opportunity

ZapMyTV wanted to create a platform to provide live streaming cable television across the Internet to any streaming device and integrate it with elements of social media. This would allow its viewers to extend their television experience into online social networks through Viewing Circles, which offer text and video chat, shared remote control, and the opportunity to experience TV together in real time. Creating, integrating, and delivering the infrastructure to support these features and make them both intuitive as well as appealing required expertise and agility in both user experience and enterprise architecture.

Result

Twin Technologies has created an end-to-end digital media platform for ZapMyTV that allows viewers to watch reliable and consistent live cable TV. Users are immersed into an integrated content environment that optimizes video streams based on bandwidth and delivery of network traffic to ensure the user has the best experience possible. In its simplest form, the Zap platform brings licensed, live cable television, social networking and interactive video, text and audio chat together in one place.

One Web Site, Many Channels, Unlimited Options

Before ZapMyTV, most TV content available on demand was pre-recorded and encoded into a format for viewing on a computer or mobile device. The few streams that were live are owned and managed by broadcast organizations, requiring users to visit multiple web sites to find the content they want to watch. In addition, current platforms did not offer options for chatting or social networking with people watching different channels, and many required custom software that was limited by operating systems and browser.

ZapMyTV is offering viewers the option of watching their choice of any live streaming TV broadcast through a single delivery platform. It needed a digital media player that could synchronize multiple feeds simultaneously, integrate content across enterprises, and connect with social networks like Facebook and Twitter, allowing viewers to import, tag, share, post, chat, and interact with the content. Users had to be able to chat while watching TV, and see picture in picture videos of their friends as they experienced the programming together through the ICE player.

The interface had to be intuitive, easy to use, and appeal aesthetically to the user. While there are many third party digital media players available, none provide the kind of integrated functionality that ZapMyTV needed to stand up under live streams as well as gather detailed metrics, serve advertising content and provide the high levels of security that content providers require. To meet these requirements, Twin Technologies built the Zap platform from the ground up using the ubiquitous Adobe Flash platform.

Twin Technologies used the powerful streaming media functionality of Adobe Flash with the agile development and deployment of Flex, ColdFusion, and LiveCycle Data Services ES to deliver an exciting, elegant media platform with the potential to change the way we view television.

ZapMyTV outsourced the product development of their Integrated Content Environment (ICE) to Twin Technologies.

"Twin's combined expertise in digital media and product management and development allowed us to get our product up and running quickly," says Steven Turner CEO of ZapMyTV. "Their agile approach to development allows us to see into the development process and ensure the resulting product is going to be embraced by our stakeholders and customers."

Not only are more than 20 television networks providing quality programming to ICE, Paramount has already agreed to license content, and ZapMyTV is lining up additional content providers and studios. *"This is the next generation of television," says Turner. "Viewers expect more control over their content, more flexibility in how and where it's consumed, and the option to share it and discuss it during the experience."*

The decision to use Adobe technology to deliver an engaging digital media experience was pivotal in the success of the project. *"Without Adobe technologies driving the user experience and the Rapid Application Development model that Adobe software such as Flex and ColdFusion allows, we would not have been able to provide the experience our customers demand," says Ashley King, CTO of ZapMyTV. "The H.264 encoding supported by FMS allows us to provide a far superior stream than anything else available today."*

Twin Technologies and ZapMyTV are already working on an application to deliver this functionality to your mobile device.



Technologies Used

- Flash Media Streaming Server
- Flash Media Interactive Server
- LiveCycle Data Services
- PostgreSQL
- ColdFusion
- Flex/AS3
- Ruby on Rails
- Flash

About Twin Technologies

Twin Technologies is a software systems integration firm that builds and launches new products for clients and provides consulting services for existing enterprises. We create web-enabled, document based applications for product development, startups, and new lines of business. Our team has successfully built integrated solutions across a broad scope of vertical markets, including healthcare, financial services, digital media, human capital, retail and government. Let us put our proven experience to work for you.