NOW.ru
Instant gratification

Leading video-on-demand portal delivers seamless, high-quality experiences to audiences across Russia using Adobe® Flash® Media Server 4.5 and Adobe Flash Access software

Gazprom-Media Holdings/*NOW.ru*
Moscow, Russia
www.NOW.ru

In partnership with
DENIVIP Media

Premium original TV shows, soaps, movies, and cartoons—any time, on your computer or mobile device. In Russia, *NOW.ru* is the place for that. The entertainment portal delivers the best professional content and seamless, high-quality video enjoyment to hundreds of millions of viewers, streamed on demand using Adobe Flash Media Server and Adobe Flash Access software.

"The Adobe Flash solution allowed us to quickly license premium content and deliver it broadly at extremely high quality," says Elena Sakharova, CTO, *NOW.ru*.

Opportunity knocks
Russians are among the world's most voracious online video audiences. According to comScore Video Metrix, in May 2011, 85% of the Russian Internet population viewed online video and watched an average of 97 videos per person, totaling 11 hours of viewing time per person during the month. This rate of video consumption outpaces several countries, including the United States, United Kingdom, and Germany*.

Challenge
- Provide seamless, high-quality experience, even for viewers with slow Internet connections
- Accelerate time to market
- License and protect premium content
- Reach viewers on multiple devices
- Enable online or offline viewing experience

Solution
Standardize on Adobe Flash technology, including Adobe Flash Media Server 4.5, Adobe Flash Access, and custom players based on Open Source Media Framework, Adobe Flash Player, and Adobe AIR®

Benefits
- Delivered exceptional viewing experience, even in areas of Russia with slow Internet
- Created online video portal and two custom players in six months
- Licensed content from all major studios due to Adobe Flash Access content protection
- Provided players for desktops and Android devices
- Enabled viewers to watch online or offline at their own convenience

Gazprom-Media, one of Russia's largest media companies, wanted to establish a strong foothold in Russia's rapidly growing online video market. Gazprom-Media owns TNT TV in Russia and worked with the company to establish *NOW.ru* to offer the channel's TV programs online along with premium third-party content. Today, *NOW.ru* is a media property owned by holding company Gazprom-Media. Subscribers can view a comprehensive library of classic movies and television shows. Recent blockbuster movies can be purchased on a pay-per-view basis.

Seamless, high-quality user experience
To take full advantage of a rapidly growing space, time to market was a priority. Systems integrator DENIVIP Media—specialists in building complex, large online video solutions using Adobe Flash technology—built *NOW.ru* in less than six months. DENIVIP's own internal research showed that a majority of successful video portals worldwide are based on Adobe Flash technology. "Our research shows that many of the most successful video portals in the world are based on Adobe Flash technology. So the Adobe Flash solution was the natural choice for *NOW.ru*," says Denis Bulichenko, co-founder at DENIVIP Media.

Projects of this magnitude are rarely implemented in less than half a year. Adobe's proven technologies allowed DENIVIP Media to launch the first working prototype of the *NOW.ru* portal within two months and have it in production within six months. According to Bulichenko, Adobe Flash Media Server delivered a powerful toolset for creating the interactive entertainment portal, including protected streaming with support for multiple protocols; IP multicasting; fast bitrate switching using Dynamic Streaming to automatically detect each user's network speed; DVR functionality so that users can pause and seek within a live stream; and integration with HTTP Live Streaming (HLS) for superb delivery to iOS devices.

NOW.ru currently maintains its own video-delivery infrastructure in-house. HTTP live streaming using Adobe Flash Media Server 4.5 will allow the company to maintain origin servers in-house, including preparing video for delivery to iOS devices. "Adobe technologies will help save costs on storage and delivery by enabling us to segment video files once and maintain origin servers on site," says Bulichenko. "As *NOW.ru* grows and relies more on content delivery networks, the same simpler, more cost-effective approach will apply to the CDN partners using Adobe Flash Media Server 4.5 as well."

NOW.ru's subscription base is growing rapidly, and Adobe Flash Media Server supports a large number of simultaneous connections. During prime time for a popular show, subscriber connections routinely reach into the tens or even hundreds of thousands, yet *NOW.ru* must ensure that this will not affect the quality of video transmission. Adobe Flash Media Server provides exceptional scalability for massive projects such as *NOW.ru*. "With Dynamic Streaming, we can even deliver a reliable, seamless experience through slow Internet connections, a common factor in some parts of Russia," says Sakharova.

> *"Our research shows that many of the most successful video portals in the world are based on Adobe Flash technology. So the Adobe Flash solution was the natural choice for NOW.ru."*
>
> **Denis Bulichenko**
> **Co-founder, DENIVIP Media**

Toolkit

Adobe Flash Media Server 4.5

Open Source Media Framework

Custom players, based on Adobe Flash technology and Adobe AIR

Delivering and protecting premium content

NOW.ru employs Adobe Flash Access to publish copyright-protected videos, enabling the company to amass one of the world's largest collections of legal online video. "We wanted to have content from Warner Bros., FOX, Paramount, Disney—and Adobe Flash Access has the seal of approval from many of the major studios," says Sakharova. "When we told them our content protection solution would be based on Adobe Flash Access, they were comfortable licensing content to *NOW.ru* without hesitation."

On the player side, DENIVIP Media used Open Source Media Framework (OSMF) to create a custom player for desktop and Android™ users based on Adobe Flash technologies. According to Bulichenko, OSMF accelerated time to market and simplified creation of the *NOW.ru* media player for multiple devices by allowing DENIVIP to assemble software components to create a high-quality, full-featured video playback experience. The team also developed a player based on the Adobe AIR runtime for offline playback, allowing subscribers to download video content for later viewing.

"People can watch cartoons, movies, or shows at home, at work during a coffee break, or even on an airplane," says Sakharova. "We love the fact that Adobe solutions allow people to watch their favorite video entertainment whenever it is convenient for them."

For Gazprom-Media, growth is in the forecast. Large media companies worldwide are developing Internet projects that allow video-on-demand viewing, and in Russia, the market for online video is outpacing others around the world. Using Adobe Flash technology, Gazprom-Media has built an online channel with viewership that competes with the number of viewers for traditional TV channels, reaching hundreds of thousands of viewers daily.

"*NOW.ru* was a very large, ambitious project, involving in-house origin servers and a content protection infrastructure as well as online and offline video players," says Bulichenko. "The Adobe Flash solution and OSMF helped us make it a reality in just six months."

For more information
*www.adobe.com/products/
flashmediaserver*