



FROM LOCAL TO GLOBAL

THE GUIDE TO SCALE GAMES
WITHOUT COMPROMISING AUDIENCE EXPERIENCE

Live streaming has enabled new possibilities for the gaming and betting industry.

With the right technology the audience can interact from anywhere in the world with an experience equally great to the actual event, no matter if it is a virtual game, a horse race or an eSports event. All of that, from everywhere in the world and with an experience as good as on site.

What are the ins and outs to accomplish that and stay ahead of the game?

This is the guide that covers every step of the challenge to succeed to live stream a casino, horse race or eSports event.

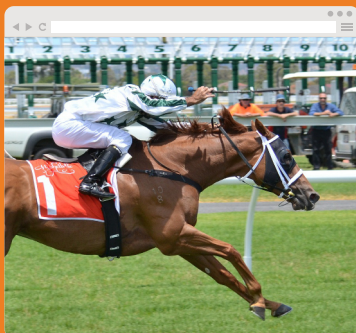
Don't bet on your audience's experience



The key to delivering a superior user experience lies in the so-called “latency” of the video, which is the time delay between the live dealer’s action and the time the viewer sees it. This is not guaranteed in traditional live streaming environments. Latency of around one second (max.) is required, otherwise the user experience gets compromised and bets come in too late.



Deliver online games to desktop and mobile devices



One of the greatest challenges operators and providers face is ensuring that players receive the best possible user experience on both, desktop and mobile, at all times without any plugins and accessible from any browser. This requires a robust live streaming platform and powerful technology.

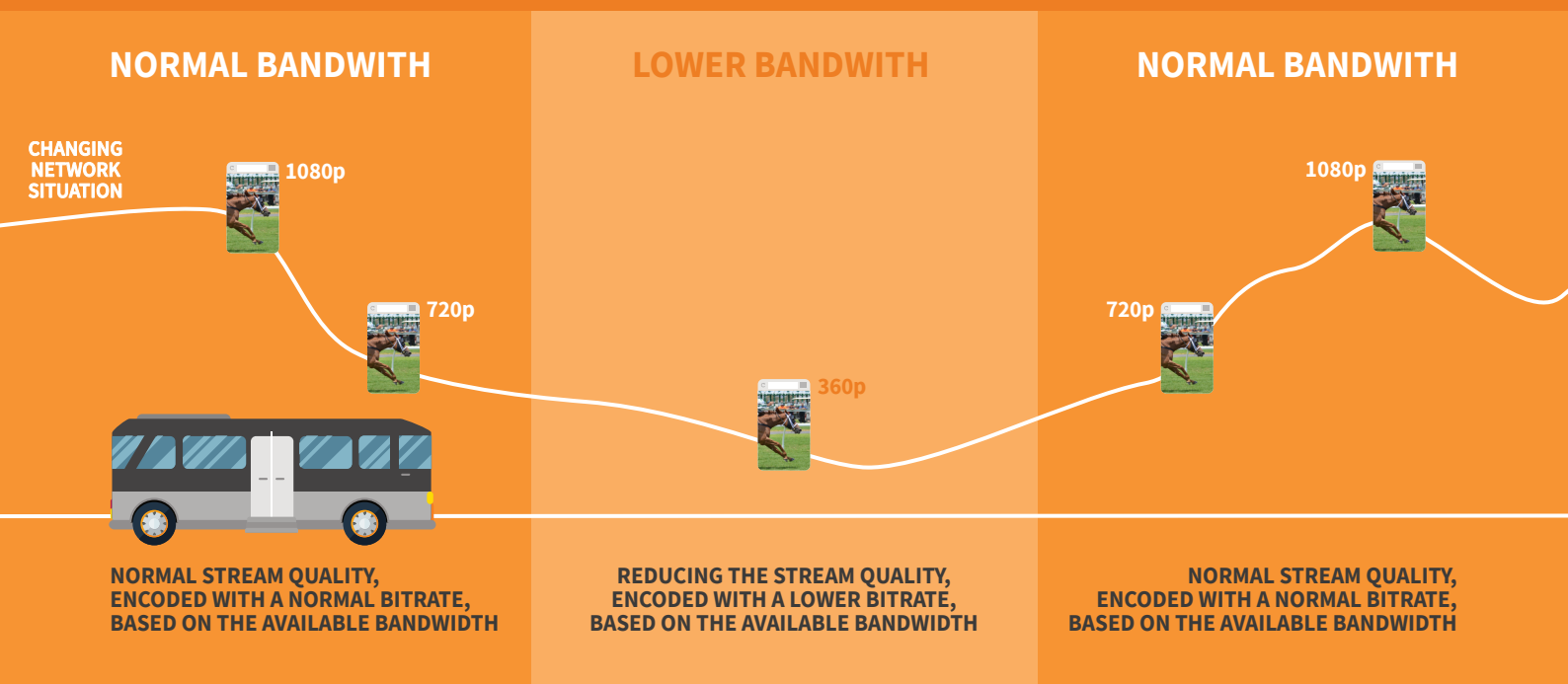


Leverage low bandwidth, reach your audience anywhere in the world



To have a global approach, the live streaming workflow must suit a powerful and reliable Content Delivery Network (CDN). This means to have an infrastructure that can deliver streams everywhere in the world.

On the other hand, to monetize the content, operators need to ensure that their live game is available to the audience in near real time, regardless of the bandwidth available. The key to guarantee that lies in adaptive bitrate playback and live transcoding, so players can access a live casino stream from their smartphone. With adaptive bitrate playback, the stream automatically adjusts to the best quality for the available network. The live transcoder converts the original live stream from a high-quality input stream into the different lower quality streams used depending on the bandwidth available.



Everything under control with an end to end live streaming solution: all included, all under control

Mix and match of technologies can add a great layer of complexity to live streaming, besides that it can increase the latency and time it takes to present content from the camera to the viewer.

The easiest and most reliable way to live stream interactive content like gaming is adopting a solution that is all-in-one. This means that operators will have full control over their workflow: Ingest, player and everything in between to ensure latency does not become an issue.

nanoStream Cloud

The preferred live streaming solution of iGaming businesses



Interactive live streaming has never been so easy! nanoStream Cloud is a Global Delivery Network (nanoStream CDN) and a lightweight, robust ultra-low latency live streaming solution that works great on all devices anywhere in the world and operates under a B2B/white-label approach.

As an end-to-end solution, nanoStream Cloud includes everything needed to ensure latency keeps as low as 1 second around the world: ingest, player and everything in between that is necessary to enable interactive experiences.



This way, operators can easily manage their workflow and fine-tune their settings!

nanoStream Cloud is provided with the approach to be very easy on the customer's end, extremely simple in use and at the same time offer an extremely high SLA, close to 100% up-time. Hence, we allow our clients to customize and integrate our solution for their customers and it supports their specific requirements, their colors, their name.

To cover every part of the way, nanoStream Cloud also includes powerful Analytics to monitor and analyze live streams performance and provide your team valuable insights.

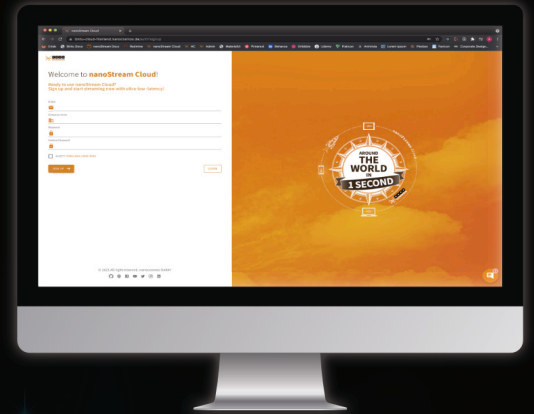
Analytics to help casinos, eSports and betting platforms to scale their business outreach.

How to get started



Create a **free nanoStream Cloud trial account** for 7 days and try all the features included.

[Click here](#)

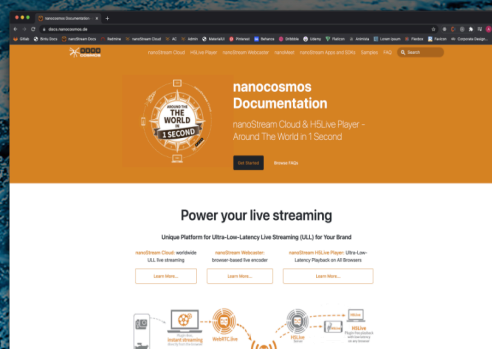


Learn how to set up your first stream in the nanoStream Cloud dashboard.

[Click here](#)

More technical details?
See our documentation.

[Click here](#)



@nanovideo



@nanostream



linkedin.com/company/nanocosmos-gmbh



info.nanocosmos.de/gaming/



nanocosmos.de/contact