

eBay Delivers the Goods with Ravnur's Global Live Video Streaming Solution



The Customer: eBay

eBay is the world's largest online marketplace, enabling the buying and selling of practically anything. With more than 20,000 employees engaged on every continent in subsidiaries and operations tuned to the local markets, communication is critical in keeping the company focused and growing.

Customer: eBay, Inc.

Location: San Jose, CA

Customer since: 2015

Products:

- Video CMS
- Live Streaming
- Enterprise Video Portal
- CDN
- Mobile Video Portal

The Challenge: Expand the reach of town hall meetings and ensure that every employee can view high quality streams on any device wherever they are.

eBay's culture is interactive, fast-paced and open. Town hall meetings are a favorite and effective way for leadership to share their ideas and to interact with colleagues. But as with any company, not everyone can step away from their desk to participate, and in eBay's case, teams span geographies and time zones making participation even more challenging. Early in the decade eBay had implemented a flash-based live streaming solution to extend the reach of the meetings but found the chosen technology limited, difficult to use and expensive to maintain.

Buffering, device compatibility issues and accessibility problems prevented viewers from getting the message. Viewership fell dramatically as employees lost confidence in the solution, and the corporate goals of extending communication and increasing participation suffered as a consequence.

The Solution: Ravnur Video Content Management Running on Microsoft Azure

To restore viewer confidence and further promote the use of town hall meetings in the company's communications strategy, eBay turned to Ravnur and its Microsoft Azure Media Services-based video content management (vCMS) solution. The Ravnur platform gives eBay an easy-to-use user interface that makes the scheduling and streaming of meetings a breeze and the power of Azure Media Services ensures global reach and scalability.

The live streaming functionality is just one part of the powerful Ravnur vCMS. The town hall meetings are recorded automatically and posted to their HubTV video portal at the conclusion of meetings, allowing those who missed the live event to view it later. Captioning in multiple languages, automatic translations and a versatile HTML5 video player bring a rich viewing experience to viewers wherever they are and in whatever language they speak.

The Benefits: Lower Costs, Better Communication

The implementation was complete in one day, including the migration of thousands of legacy videos. By switching to Ravnur, eBay has dramatically increased the number of live streaming events as well as the number of viewers. eBay employees are getting the message sooner and communication is improving, helping eBay maintain its role as the world's largest online marketplace.

