agora

Building Interactive Entertainment

Understanding how to blend real-time social experiences into large scale streaming

As existing cable subscribers are migrating to more social and interactive digital media online from traditional broadcast, and Gen Z and Gen Alpha have rarely or never subscribed to a streaming service, U.S. adults are expected to spend more time engaging with digital media than traditional TV. Gen Z adults are significantly more inclined to consume digital video content on social media platforms than traditional linear TV and more likely to rely on video games for entertainment and social interaction. (Deloitte United States)
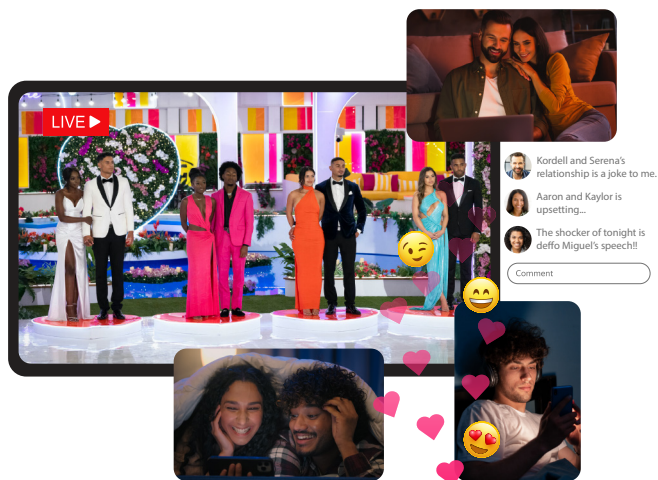
Deliver innovative real-time experiences with Agora

To build interactive entertainment with synchronized live streams requires a real-time network. Agora's Software-Defined Real-Time Network™ (SD-RTN™) and SDKs (software development kits) ensure a smooth interactive user experience at scale with ultra-low latency for video, voice, or chat. This allows users to focus on the experience and interaction—not the technology they are using. Agora makes it easy to enable:
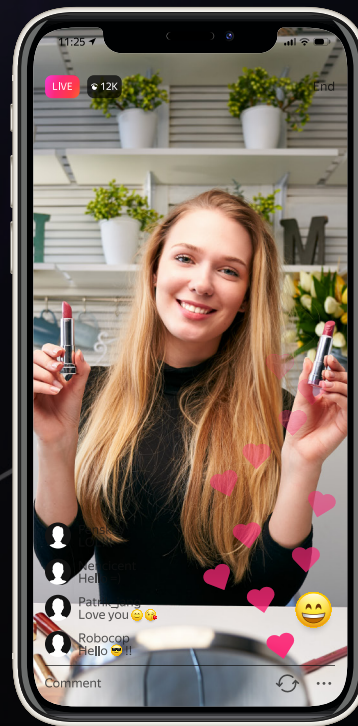

Multi-camera live streams

Social engagement features

True second screen experiences

Live betting

Multiple-video feeds with fast switching

User-generated live streams

Live shopping

Creating interactive streaming experiences for media and entertainment presents unique requirements. Here some examples of how Agora's SD-RTN™, video/audio/chat SDKs, and APIs support the requirements for these experiences:

Real-time at scale: Maintaining consistent quality across multiple devices and networks to millions of viewers becomes more challenging as interactivity increases in live content. Powered by Agora's SD-RTN, we can handle audiences of 1 million+ concurrency per channel.

AI-powered features: Leverage AI (Artificial Intelligence) for Super Resolution and Content Moderation. Agora provides hooks in our modal AI chat for chatbots. Combine text to speech and AI driven avatars for Generative AI created content.

Personalized interactivity: Allowing users to choose between video feeds with fast channel switching or user-generated content during live streams, for example to support eSports like commentating, providing sophisticated technology and careful design.

Community building: Integrating social features around content to enhance viewer engagement and loyalty with robust functionality for live chat, captioning, polls, and moderation.

"Agora's customizable APIs allowed us to optimize real-time connectivity and network traffic while reducing latency to milliseconds during live streaming and interactive sessions between creators and fans."

SAURABH SINGH KUSHWAH, CO-FOUNDER, FANORY

Monetization strategies: Providing effective ways to monetize fandom, b-roll and other digital content including micro-transactions, pay-per-view, subscriptions, in-app purchases, and virtual tipping - allowing content providers to explore multiple revenue streams without disrupting the user experience.

Real-time performance monitoring: It is essential to monitor content performance in real time to track quality, latency, audio and video quality, and user drop-off rates to address issues immediately. Data reporting is integrated with live stream quality of experience metrics into DataOps workflows via RESTful APIs.

IP security: Ensuring your IP is secure is essential by applying DRM (Digital Rights Management) to your stream. Agora ensures the confidentiality and integrity of data by implementing end-to-end encryption and delivery across its platform. This protects data during transmission, making it nearly impossible for unauthorized parties to intercept or access sensitive information.

GDPR, CCPA & compliance: Agora's platform is compliant with General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. Agora also performs Pen testing and has various ISO and SOC (System on Chip) certifications to assure compliance.

"With over 150 million users from 180 countries, high-quality global coverage for video chat and live streaming is essential. Agora's network gives us the confidence that we can reach users anywhere and give them an amazing experience."

SAMIL GORGU, PRODUCT MANAGER AT VLMEDIA