



# *Streaming Media on the Web*

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4K Associates

*Build it and they won't come.*

*Why do you want to stream video, when  
you've already got a web site that's doing  
just fine?*

*To answer this,  
let's look at the  
World Wrestling Federation*



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Publications

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X-tras X-tras

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The People's Web site



The most electrifying Web site in cyberspace is up and running! The millions...and millions of The Rock's fans now have a place to go! Check yourself into the Smack Down Hotel, visit the Candy Ass Cafe or play Pin The Eyebrow on The Rock! It's all at [www.TheRock.com](http://www.TheRock.com)!

### Stone Cold & Taker in WWF News

Check out WWF News for the weekend and you'll get inside scoop on Stone Cold Steve Austin, Undertaker & the New Age Outlaws! Plus, we know about Taz, but what other former ECW star was recently in Stamford? Click on the appropriate link to the right to get it all!



### Exclusive Taz photos and videos!

We got all the Taz you can handle! Click through our exclusive photo gallery of his visit to Stamford on Wednesday! Then check out video clips of his sit-down interview with Lucas! It's all exclusive, courtesy of WWF.com!

[\[click for more\]](#)



Weekend News 9/24



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[Rumors@wwf.com](mailto:Rumors@wwf.com)



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Blaze's Best Austin

***WWF.com*** exceeded half a billion hits  
in December of 1998,  
and was number six of all  
sports sites on the Internet.

***Not only is their web site going good,  
their TV show is number one on basic  
cable with 5.8 million households on a  
Monday night***

*When they've got TV,  
and they've got a killer web site,  
why would they stream?*



*Streaming content  
is engaging content...*

*WWF took an existing service 1-900*

***Revenue in the millions of \$\$\$***

*Converted it to free Streaming Content*

# *WWF.com* News

***WWF.com handles high traffic***  
***(greater than 5,000,000 hits per day per server)***

*... and high peak-load  
(up to 3,600,000 hits per hour  
per server during sustained peaks)*

***WWF.com handles over  
half a billion hits a month***



***Reaching over 1.2 million  
unique households a month***

*As of December 1998,  
**WWF.com** was ranked sixth of all  
sports sites on the Internet*

***WWF.com*** is configured with  
***100 megabit Ethernet cards,***  
***allowing up to 200 megabits***  
***in full duplex mode.***

*Each of these servers is connected  
to its own dedicated port  
on a gigabit switch stack,  
with redundant 100 megabit links  
from the switch stack to the  
Internet backbone*

***With multiple servers handling a single collection of content, and with multiple bonded or fiber backbone connections, this arrangement allows bandwidth burstable to the gigabit range***

# *But Why Stream Media?*

*The average user spends just **60 seconds**  
on any page in your web site*

*...and leaves your site after  
looking at just 9 pages*



*Become a destination spot for the user,  
a place they will want to come back more  
often to look for the latest video content.*

*More importantly, they stay longer*

*The most recent Internet trend is  
towards web site "stickiness"  
(a measure of how likely your  
visitors are to stay in your site)*

*Offering video content drives  
stickiness off the scale!*

*Users can scroll past a banner,  
but when they click to watch a stream,  
they're usually a captive audience.*

*Ask yourself this...*

***Should you offer free content,  
and get your money back through  
increased traffic and advertising dollars?***

*Would it be better to offer paid content as a pay-per-view, and recoup your costs from the users **directly**?*

*Should your content be sponsored by individual ads, **targeted** to each user, inserted at the beginning of their stream, or should the sponsor cover a section of your website where you post media links?*

*Stream it and they'll stay.*



***For More Information***

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