



AI-Powered Real-Time Streaming for Live Sports, Esports & Entertainment

Experience Real-Time, AI-Enhanced Streaming—Sub-Second, Seamless, and Engaging



The New Standard in Live Streaming

Seamlessly integrating the Agora Broadcast Streaming SDK with VisualOn OnStream MediaPlayer+, we deliver global coverage and sub-second latency (400–800ms) powered by AI audio enhancement and adaptive video optimization.

Compatible with RTC and CDN hybrid workflows, this solution ensures the highest live video quality at the lowest possible bandwidth.

Dual Streaming Advantage

One Player. Two Powerful Modes:

- **RTC Streaming** – Instant interactivity for sports betting, polls, and viewer engagement.
- **CDN Streaming** – Monetization through ads, screen casting, rewind, and long-tail engagement.
- **Intelligent Switching** – Automatically selects the optimal mode based on network conditions, device compatibility and scenario needs for the best experience and revenue balance.

Player & Feature Components

PLAYERS



OnStream Media Player (OSMP+)

- Proprietary software stack
- Feature rich



HTML5+ Player

Player for Browsers

PLUS



Optimizer

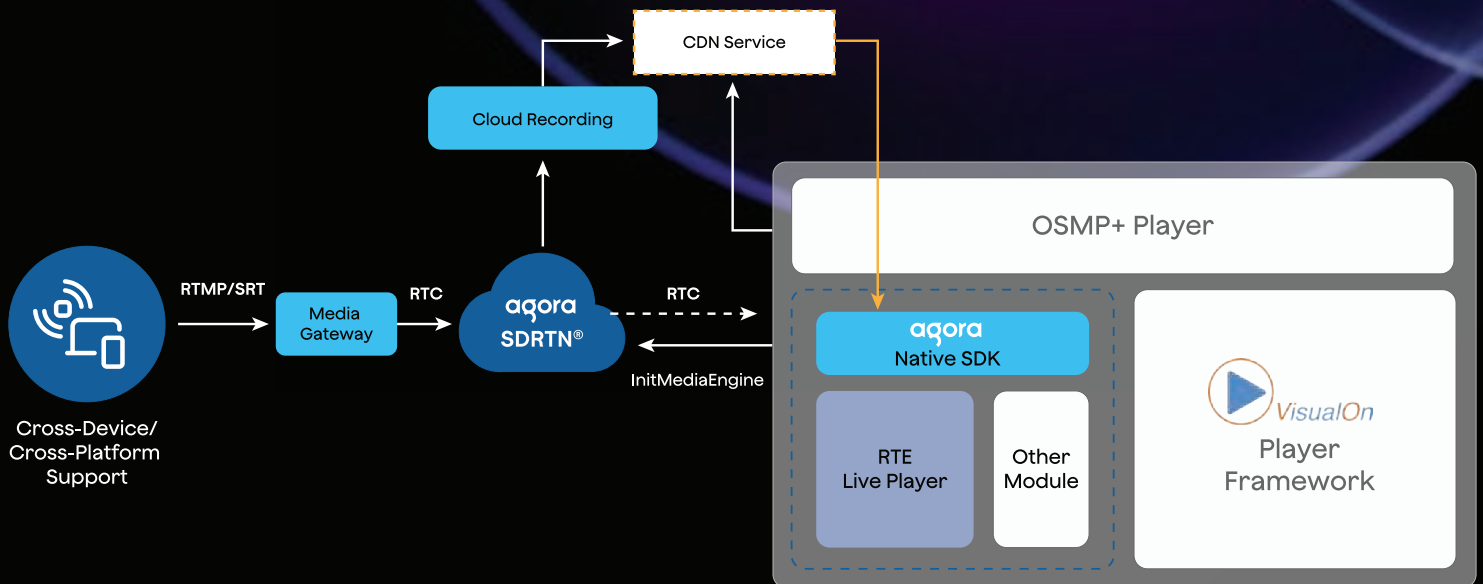
Save bandwidth and storage without sacrificing quality



More Advanced Features

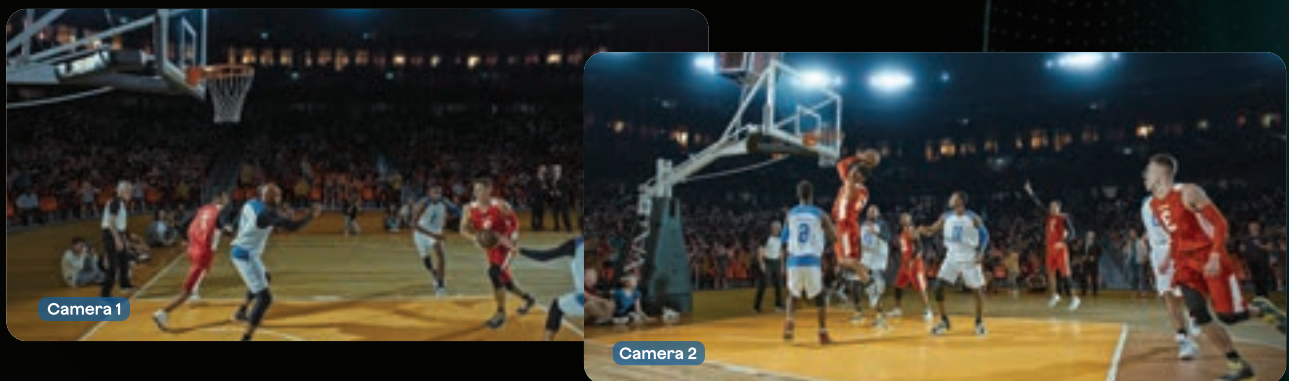
DRM: ad insertion

Agora & VisualOn Live Streaming Solution



Core Capabilities

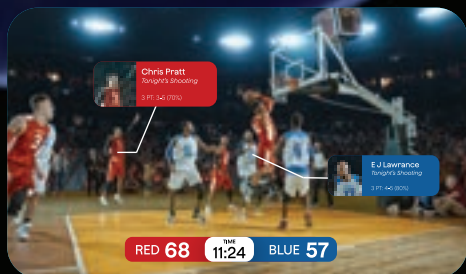
- Seamless CDN/RTC Switching for smooth, uninterrupted playback.
- AI-Adaptive Playback for real-time quality optimization.
- Real-Time AI Translation (Support 45+ languages) for instant multilingual access and global audience reach.
- Multi-View Switching for user-selected camera angles.
- Interactive Overlays with live chat, polls, and synced stats.
- On-Demand Optimization for pre-recorded content.
- Sub-Second Latency for real-time engagement.
- Rewind & Screen Casting for flexible viewing.
- DRM & Ad Insertion for protection and monetization.
- AR/VR Support for immersive experiences.



Performance Advantage

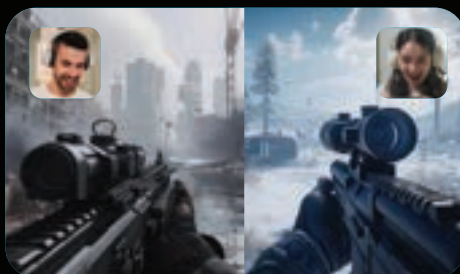
- Global sub-second latency (400–800ms) for real-time interaction.
- 50%+ latency improvement vs. public internet via SDRTN®.
- 70–80% packet loss tolerance for stable playback.
- Fast First Frame Out for near-instant start.
- Up to 30% bandwidth savings with PVC technology.
- One-to-million scalability without quality drop.

Use Cases



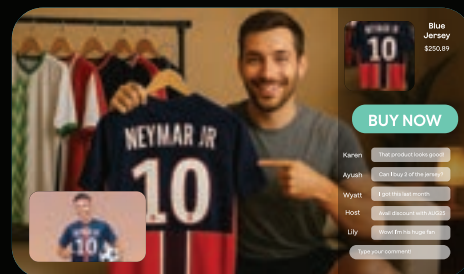
Live Sports Broadcasting

Deliver multi-angle, real-time coverage with instant replay and stats overlays for fans worldwide.



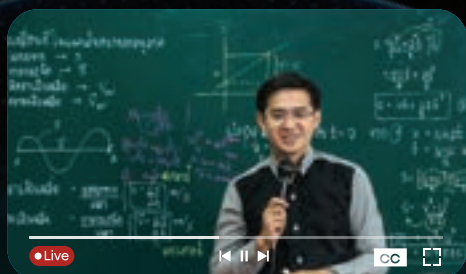
Esports & Gaming Tournaments

Enable low-latency audience interaction, player POV switching, and live commentary.



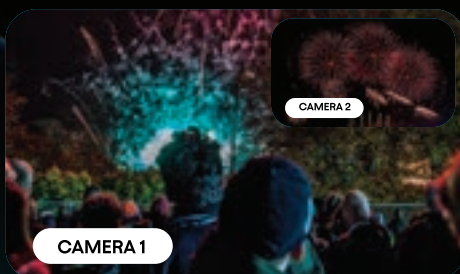
Live Commerce

Drive conversions with multi-host streaming, product showcases, and real-time buyer engagement.



Education & Corporate Training

Support live classes with interactive overlays, rewind, and time-shifted playback.



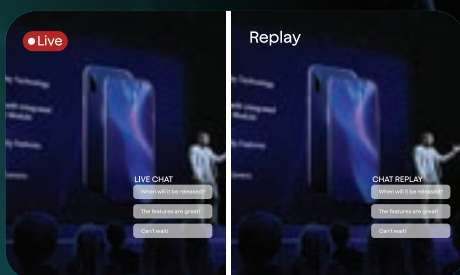
Religious & Cultural Events

Stream globally with live translation, rewind, and multi-camera coverage.



VR/AR Experiences

Provide immersive 360° video and UHD streaming for sports, concerts, and exhibitions.



On-Demand & Hybrid Events

Optimize playback for recorded content with the same quality and interactivity as live.

Business Advantage

- Faster time-to-market with ready-to-deploy solutions.
- Hybrid monetization model for engagement + revenue.
- Boosted user retention through premium interactive experiences.
- Reduced operational costs via bandwidth and device optimization.
- Global scalability with future-ready architecture.

Customer Success Stories



Agora's Interactive Live Streaming helps make it possible for us to create great solutions that are a fit for any industry including news, entertainment media, sports, corporate, houses of worship, and government. We view them as a trusted technical partner.



ERIC CHANG,
VP OF MARKETING, TVU NETWORKS



MARLON STOCKINGER,
CO-FOUNDER OF META MOTORS



Agora's ultra-low latency streaming lets Meta Motors merge real racing with esports—enabling remote driving, interactive fan participation, and the first-ever M1 Championship League.



About Agora

Agora is the global leader in real-time engagement, providing developers with simple, flexible, and powerful APIs to embed real-time conversational AI, voice, video, interactive live streaming, and chat into their applications and IoT devices. Headquartered in Santa Clara, CA, Agora is trusted by over 1,700 leading organizations across the globe to power best-in-class real-time experiences from social media and live shopping to education and telehealth.

About VisualOn

VisualOn is a leading streaming solutions provider that enables profitable and differentiated media services globally. Its Universal Content-Adaptive Encoding solution and advanced media player are trusted by top media companies. Notably, VisualOn Optimizer was honored with the NAB 2024 Product of the Year Award, underscoring its commitment to innovation. VisualOn delivers high-quality video content to connected screens, offering broad compatibility, unique features, and quick time-to-market.

Contact Us

Experience the Future of Live Sports
Streaming at IBC 2025.

www.agora.io www.visualon.com



shawngall@visualon.com

andrew.thompson@agora.io