

Transforming Live Sports: VisualOn and Agora to Demo AI-Powered Streaming at IBC2025

VisualOn, a leader in multimedia playback and AI-enhanced video optimization, has partnered with Agora, the global leader in real-time engagement and interactive streaming, to redefine the live sports and esports viewing experience. The collaboration integrates VisualOn's OnStream MediaPlayer+ with Agora's Sports Live Streaming Solution, delivering ultra-low latency streaming—down to 400ms–800ms—with intelligent CDN fallback for uninterrupted playback.

At **IBC2025**, VisualOn and Agora will co-exhibit at Booth 5.A55, presenting a live joint demonstration of their integrated solution. The showcase will feature live video streaming enhanced with real-time transcription and translation, giving attendees an immersive demo experience directly at the booth.

Dual Streaming Advantage: Monetization Meets Real-Time Engagement

The dual-mode architecture combines RTC streaming for scenarios requiring real-time responsiveness—such as live sports betting and interactive audience participation—with CDN streaming for ad monetization and replay functionality, maximizing revenue potential and long-tail engagement. By intelligently switching between RTC and CDN delivery, platforms can achieve the ideal balance between audience interaction and monetization, all within a single playback environment.

“Working with Agora has been a game-changer for VisualOn,” said Yang Cai, CEO and President of VisualOn. “Their real-time engagement expertise perfectly complements our playback technology, allowing us to jointly deliver ultra-low latency, AI-powered sports streaming at a scale the industry has never seen. This collaboration empowers broadcasters and platforms to deliver unmatched interactivity and monetization opportunities, while giving fans a truly next-generation viewing experience.”

Experience Real-Time, AI-Enhanced Sports Streaming with Sub-Second Latency

With full compatibility between Agora's streaming capabilities and VisualOn's cross-platform player, this joint solution accelerates time-to-market and delivers performance that exceeds traditional streaming methods. It seamlessly adapts CDN and RTC protocols based on real-time network conditions, ensuring smooth, high-quality playback.

AI-driven enhancements optimize video in real time, enable instant multilingual translation, and support interactive features like live chat, polls, and multi-camera views. On-demand optimization extends these benefits to pre-recorded content with rewind and



casting, while built-in DRM and ad insertion protect and monetize streams. On the playback side, VisualOn's SDK supports ultra-low latency RTC playback with an automatic fallback to CDN protocols like HLS, ensuring a smooth viewing experience even under challenging network conditions.

"At Agora, we're setting a new standard for live streaming by combining sub-second latency with AI-powered video optimization and real-time audience engagement," said Tony Zhao, CEO of Agora. "By partnering with VisualOn's best-in-class video player technology, we can now deliver a seamless live experience—with unmatched speed and video quality—that intelligently switches between real-time interactivity (RTC) and standard (CDN) streaming."

See the Future of Live Sports Streaming at IBC2025

Visit VisualOn and Agora at Booth 5.A55 for an exclusive, hands-on demo and experience how AI-driven, ultra-low latency technology is transforming live sports broadcasting.

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. For more information about Agora (NASDAQ: API), visit: www.agora.io

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. Discover more at www.visualon.com

Company Contact:

<p>VisualOn Ruochoen Savi Shi Marketing Director Email: savi@visualon.com</p>	<p>Agora Garrett Huddy Head of Content and Communications Email: press@agora.io</p>
--	---