

The Streaming Video DataTecture

First, the datatecture is a picture of the technology categories involved in streaming. Not all are required, depending upon the purpose of the streaming platform (i.e., education vs. direct-to-consumer), but they exist in the streaming architecture regardless.

Second, the datatecture is an inventory of the companies which offer services and technologies in those categories within the streaming video technology stack. Covering three core areas, Infrastructure, Operations, and Workflow, each of the companies categorized into various sub-groups provide many of the critical elements for a streaming platform ranging from data analytics to encoding. What's equally important, though, is that each of the company's products, services, or technologies contributes data to the overall picture of the streaming platform's performance and efficiency.

