



A High AI-Q[™]
Company



Live Video Streaming Marketplace for Fitness Professionals

Empowering fitness trainers to monetize global live-streamed workouts and one-on-one sessions through a high-performance, community-driven mobile platform.

Overview

We developed a robust mobile and web marketplace that leverages advanced video streaming protocols to connect fitness professionals with enthusiasts worldwide.

- Achieved a 23% increase in user engagement and reduced video loading times by 50% through optimized transcoding and cloud delivery.
- Delivered a sustainable monetization model featuring in-app currency, automated recording for video-on-demand (VOD) sales, and high-performance streaming for slow connections.



Client Profile

Based in the United States, the client is a fitness-tech startup focused on digital transformation within the personal wellness industry. Their platform serves as a global bridge, allowing athletes and trainers to build followings and generate revenue through digital broadcast technology.

Monetization and Streaming Performance

The client faced technical and operational hurdles in launching a competitive fitness marketplace:

- **Monetization Bottlenecks:** Lack of a structured platform for trainers to earn credits and "cash out" from live sessions.
- **Streaming Latency:** Difficulty providing uninterrupted, high-quality video feeds for users on varying network speeds and slow connections.
- **Limited Interaction:** Absence of a secure environment for trainers to manage both large group classes and private one-on-one sessions.

- **Content Persistence:** No automated system to record live feeds and convert them into a digital repository for future repurchases.

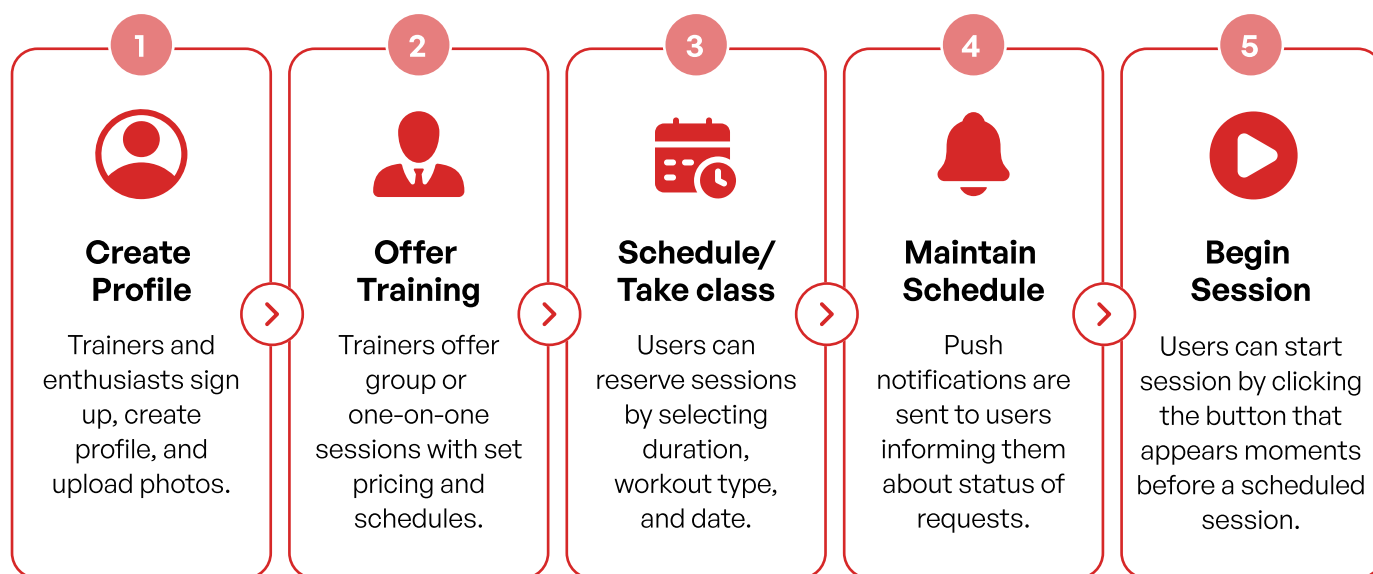
QBurst Solution: High-Performance Live Broadcasting

We engineered a sophisticated mobile solution using the Wowza Streaming Cloud and Wowza GoCoder SDK to ensure reliable, multi-bitrate delivery. The application captures video directly from mobile devices and performs real-time transcoding in the cloud, adapting the stream quality to the user's bandwidth for a buffer-free experience.

The platform functions as an end-to-end marketplace:

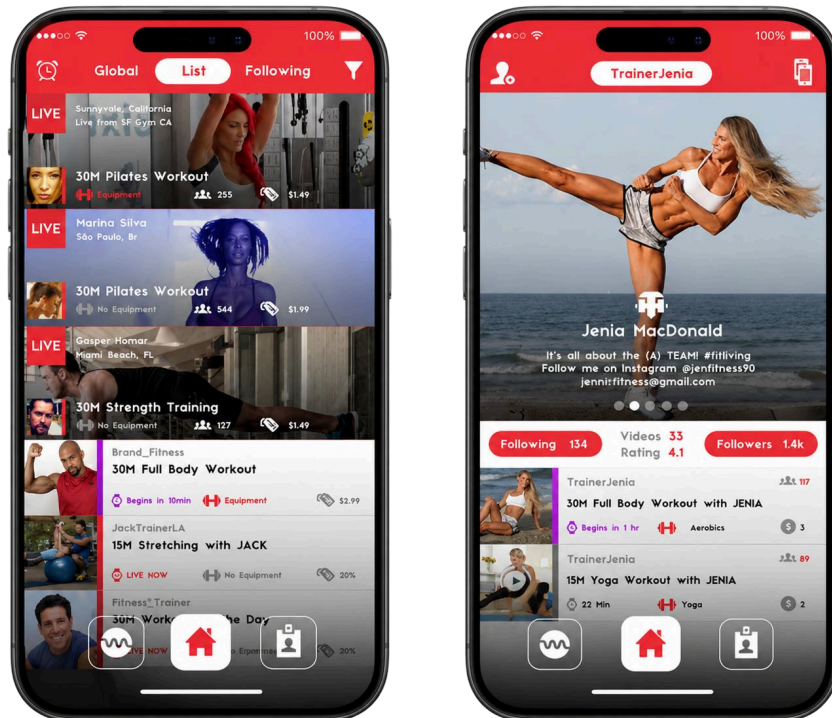
- **Integrated Monetization:** Built a dual-purpose wallet system where users buy promotional coins and trainers "cash out" gained credits.
- **Dynamic Content Engine:** We utilized WebSockets for real-time interaction and Python/Django for a scalable backend to manage complex scheduling.
- **Hybrid Video Delivery:** Integrated the Zoom SDK to facilitate high-touch one-on-one training sessions alongside the broader Wowza-powered group broadcasts.

How It Works



Key Features and Technical Highlights

- **Auto-VOD Archiving:** Automatically records high-traction sessions and archives them to a digital repository for ongoing sales.
- **Smart Filtering:** Advanced search capabilities based on workout genre, trainer, and session type (group vs. private).
- **Social Integration:** Leveraged Branch SDK and Facebook Integration for deep linking and community sharing to drive traffic.
- **Schedule Management:** Comprehensive dashboard for trainers to approve or deny requests and manage global time-zone reservations.
- **Cross-Cloud Uploads:** Support for direct video uploads from local device storage and iDrive for on-demand content.



Impact

- **Enhanced Engagement:** Drove a steady 23% increase in user activity by fostering a connected online community feed.
- **Technical Superiority:** Achieved a 50% faster loading time, significantly improving the user experience for enthusiasts in regions with limited connectivity.

- **Revenue Growth:** Increased dwell time and traffic through high-quality live content, directly boosting advertising and VOD revenue opportunities.
- **Operational Scalability:** The future-proof architecture supports a growing global community of trainers, ensuring a sustainable and scalable business model.

