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[MySpace Mobile Bringing Streaming Video for the Mobile Community](#)



MySpace delivers
streaming videos for
mobile users
MySpace

RipCode's technology is the foundation of this new feature

[MySpace](#) and RipCode, the Internet and mobile video innovator, have officially announced that, starting today, all MySpace users will be enjoying MySpace streaming video content directly from their video-enabled mobile devices. According to MySpace, the website is visited monthly by 10 million unique users, while also getting over 3 billion page views worldwide every month.

Because of this extremely high number of views, the [world's first social network](#) has decided to develop this technology, so as to ensure easier access to the site and also to bring high quality videos to all mobile users. When considering the video library that MySpace has gathered over the years, as well as the site's popularity, it's pretty obvious that this is going to turn into a very pleasant e-mobile experience that will also allow the community to grow and expand.

"Video is a natural next step for us in mobile. [...] MySpace will continue to grow our video library as we increase delivery channels in order to keep pace with our users' accelerating desire for video consumption." said John Faith, vice president and general manager of [Mobile Space](#), about this development.

In order to accomplish this goal, RipCode had to bring in its On-Demand Video Transcoding technology, which will deliver mobile video experiences to users. Most importantly, this technology will also give MySpace the chance to deliver optimized videos. Many types of phones are supported for this technology, even though each may require different types of codecs, resolutions, and so on.

In addition, the [On-Demand Video Transcoding](#) feature offers a very efficient way of increasing the number of videos for the mobile video community. This unique kind of technology was the only suitable for MySpace to expand to such an extent. Consequently, it is probably going to become the most relevant factor in the growth of the video mobile "family" of users.

Regarding the decision of joining forces with MySpace, Brendon Mills, CEO of [RipCode](#), stated the following: "As the volume of video grows and the number of mobile devices supporting video continues to expand, companies have to find alternative solutions to deliver content to their customers across multiple screens. [...] MySpace's decision to choose RipCode's innovative transcoding solution is proof that market leaders are embracing change in traditional transcoding methodologies and looking for smarter, more scalable solutions to manage mobile video growth."