

# Premium video experience support for Microsoft Teams Town Hall


The Hive VX Platform seamlessly integrates with Teams Town Hall,<sup>1</sup> opening up a world of innovative video solutions for joint customers to leverage before, during, and after every internal broadcast.

Hive fully supports all functionality of Teams Town Hall classic and Teams Premium, and brings a host of powerful next-generation products to this integration, with features including:

- Pressure-testing the network and the entire video infrastructure chain to secure events
- Enhanced and actionable analytics individually tailored to IT or Communications stakeholders
- Advanced stream control features, ability to monitor and modify stream bitrate in real time
- Advanced eCDN capabilities to address weak network links globally with an elegant software-only solution that eliminates the need for edge caching at low bandwidth sites
- Receive and immediately act on disruption alerts during live video events with a single click
- Unique insights into video performance, viewer experience & engagement

### Hive Video Experience (VX) Platform

Full-cycle VX support for company-wide, business-critical video broadcasting across 30+ video platforms.



- Hive eCDN** Enterprise video streaming distribution built on Hive P2P algorithms, optimizing the reach and quality of each broadcast.
- Premium Video Optimization** Advanced throughput control for weak network segments. Automatic network discovery and higher SLAs.
- IT & Network Analytics** Real-time monitoring of the entire webcasting ecosystem performance throughout each live video event.
- Comms Analytics** Insights into employee reach, viewer experience and engagement tailored to Communications stakeholders, with easy reporting.
- Control the Event** Real-time event experience overview with instant disruption notifications and single-click issue resolution.
- Secure the Event** Proactive network and video infrastructure pressure-testing prior to events. Preemptive issue identification and remediation.


### Professional Services

- Silent Test** Assesses the feasibility of distribution and network functionality before the actual event takes place, includes analytics report.
- Event Monitoring** White-glove service. Includes real-time statistical reporting and support, as well as post-event insights and analysis.

Best for: **Enterprises with a mature video strategy looking for a full-service solution with advanced capabilities.**

### Microsoft eCDN

Native Microsoft solution for network performance optimization during live video events.



- Microsoft eCDN** Enterprise video streaming distribution for Teams Town Hall and Teams Live Event.
- Silent Test** Network and eCDN solution operational efficiency testing by emulating an event on user devices.
- Analytics** Technical performance analytics with a high-level snapshot of user experience; insights into eCDN performance and network behavior.

Best for: **Existing Teams customers new to large-scale streaming looking to gain experience of large video events.**

## Q&A

**Is Hive VX already available for Teams Town Hall?**

Yes. The Hive VX Platform is already available for both: Town Hall classic and Town Hall Premium (part of the Teams Premium package) since [March 2024](#).

**Will Microsoft eCDN be included for Teams Town Hall customers at no additional charge?**

No. Only Teams Premium license holders will have access to basic Microsoft eCDN; non-premium Teams customers will be required to purchase a standalone eCDN license.

**How can I select Hive as my preferred video optimization vendor?**

In the unlikely event that Hive is not already enabled for your Teams Town Hall classic product, please make sure that Hive is selected as your preferred vendor in the settings of your Teams Admin Center. A [step-by-step guide](#) is available in the Hive Knowledge Base.

**Hive Streaming is committed to providing full support to our customers throughout the transition period from Teams Live Event to Teams Town Hall. As always, your dedicated Customer Success Manager is an immediate point of contact for any technical or strategic queries you may have.**

<sup>1</sup> [Microsoft announcement of 3rd party support for Teams town halls](#)