



**A (\$)** – This is the initial step when a new or existing customer (magician) purchases the streaming media. The purchase information is sent to our retail customer’s server. At this point, a web services account has been established and streaming media has been set up by the retail shop. The “JW” player has been configured and the page has been designed to house customer data (such as the list of streaming products purchased). The retail shop has also set up a “member’s area” with credentials. In other words, all development must be done by this point for a successful experience.

**B** – The retail shop sends customer ID and items (via web services) which will give their customer access to the media. This should only be done when the retail shop is ready to commit to the purchase. Our server stores this data for future permissions and adds the product to the retail store’s monthly invoice.

**C** – When the magician chooses an item from their list to watch, a javascript command sends a request to our server. This simply validates their access, logs their IP address and generates a request.

**D** – We send the magician’s request to the appropriate CDN Server which generates a URL to be used as session rights or a cookie.

**E** – The CDN sends the session rights data back to our server.

**F** – We send this cookie to the magician’s JW (Flash) player which simply tells the player it is ok to start the streaming video.

**G** – The magician streams the video directly from the CDN Server that is nearest them.

*From steps C to G, everything happens in approximately 1-5 seconds!*