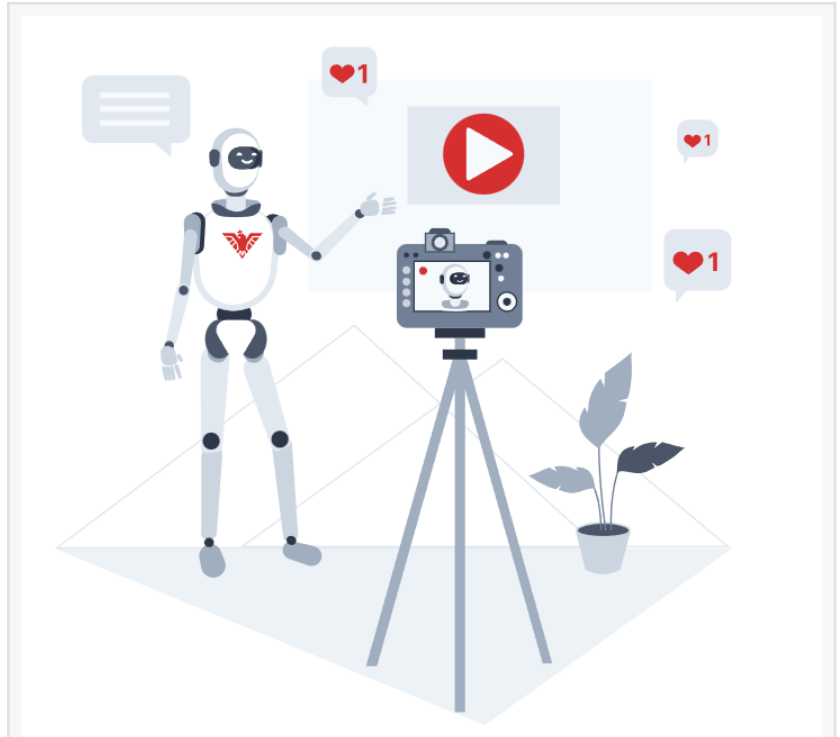


Keeping app to date with Live Streaming

Live streaming is one of emerging tech's biggest drawcards, with 7,2 billion hours of watched content clocked up worldwide during the third quarter of last year

PRAGUE, CZECH REPUBLIC, April 6, 2023 /EINPresswire.com/ -- Live streaming is one of emerging tech's biggest drawcards, with [7,2 billion hours of watched content](#) clocked up worldwide during the third quarter of last year. A chief reason for this staggering figure is the widespread adoption of video broadcast apps across multiple industries. Propelled by innovations in AI augmented and virtual reality, live streaming apps exhibit high level multi-use functionality. Video conferencing can significantly enhance remote communication capabilities, and drives numerous types of entertainment and informational content. Livestreaming, no longer in its infancy, is currently caught up in a new wave of generative AI possibilities. It has well and truly captivated the eyes and ears of the world, and is generating massive profits for its subscribers. So much so, that according to a new PwC report, global GDP is set to get a [14%, or USD 15.7 trillion dollar boost, by 2030](#) thanks to AI. With the rush to develop live streaming app iterations that enhance and improve upon their predecessors, connecting to the right expertise for the role in paramount.



Live Streaming app development



Live Streaming app development example

The introduction of bespoke video streaming app development company services is a response to customer demand for live-kitted apps that are fluent, user-engaging and futuristic. With only

milliseconds to capture the attention of a browsing audience, businesses across the board are investing wisely in [live streaming app development](#) to match the preferences of internet users everywhere. Software is constantly being tasked to transition what were once human activities into the digital domain. Globalization, pandemic enforced lockdowns and other international disruptions to physical union, have all conspired in the creation of improved video streaming technologies.



Moravio dedicated software development team

Live streaming apps are accessed by people wanting to consume content, as well as by those wanting to create it. Thus behemoth video streaming applications such as YouTube and TikTok are both the location of choice for people wanting to be entertained and educated, and an avenue for those who have a message, content or other creation to deliver. Some recent live stream creator hits include Vimeo, utilized by professional broadcasters, and Restream, adopted by the more budget-conscious. Gamers are prolific on the app Twitch, and media companies abound on IBM video streaming. Zoom is often preferred by the professional business sector, while educational institutions employ Kaltura. As always, there are options for tech beginners, such as the popular Be.Live, and Dacast for the not-so technical.

With such a prolific range of live streaming platforms already in the mix, the best way for any emerging or established business looking to expand its digital offerings with a livestreaming app, is to engage the services of a dedicated development firm. Custom webcast applications commissioned thorough a video streaming app development company such as Moravio, guarantee clients a superior end product, ready to function in the competitive online realm. They also offer a more affordable and reliable method of app development than the freelance market. Freelancers operate in an unvetted region of the software development sector, where credentials, costs and performance are unregulated. While some freelancers may have adequate experience in live streaming app development, others will lack the broad range of tech skills and familiarity with the latest technologies required. No freelancers will have the wide support network and collaborative capabilities of a full-cycle development firm.

Moravio provides a cost-effective way for a business of any size and focus to have its live streaming app-vision realized. Functioning as a full-service remote-first live streaming app development company, Moravio assembles a scaleable team for every custom designed project. Clients reap the benefits of hiring app designers, developers and quality control professionals, all of whom have guaranteed extensive industry experience. Moravio will assign a project manager to oversee all stages in an agile development cycle, delivering an end product that has been

rigorously tested. The firm also offers clients the flexibility to contribute as much, or as little input as they like. Preferring LiveKit as a modern end-to-end WebRTC stack for video streaming development, Moravio developers also work across a wide spectrum of other alternative and complementary technologies.

In 2023 it isn't nearly enough to just be online with a well designed website. Any business wanting to connect with its target audience, is now required to deliver them a deeply immersive user experience. User expectations are for live video presentations, modern real-time chat functions, webinar communications and other video and audio enhanced features. As today's tech-perts develop tomorrow's AI, metaverse and robotics upgraded applications, the challenge, as always, is not to be left behind.

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