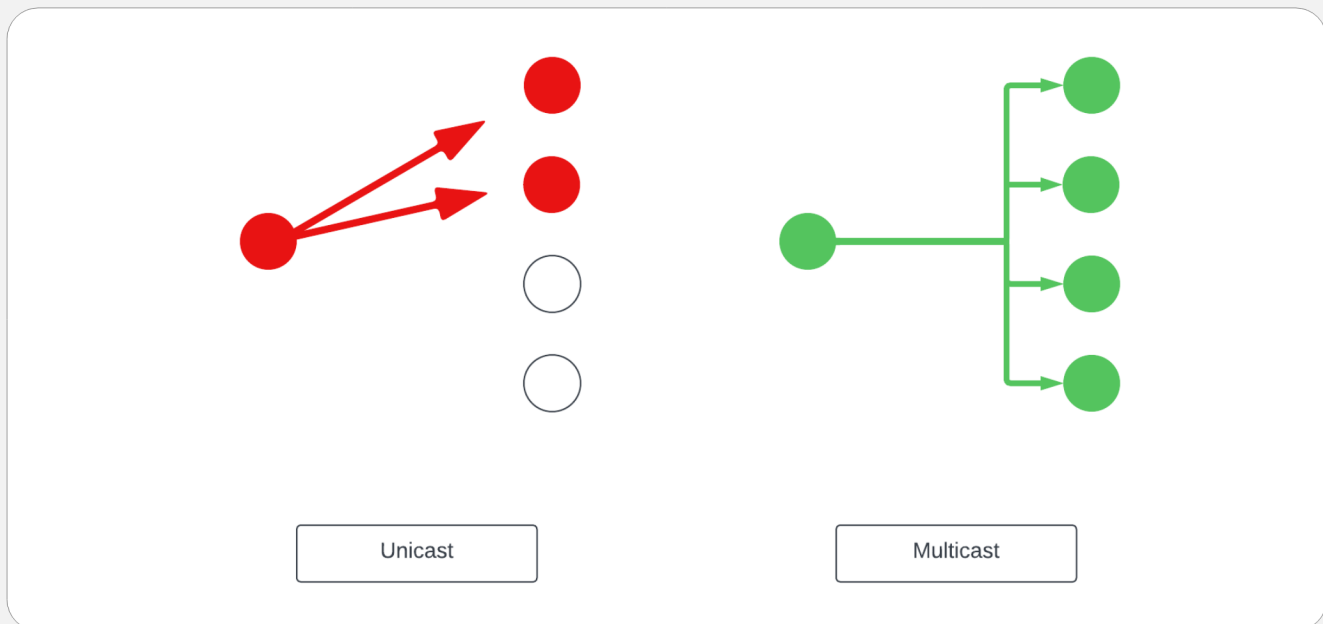## Common Misconception:

The Oxford language dictionary defines multicast as "a way to send (data) across a computer network to several users at the same time". There are two ways to send this data as illustrated below:

Unicast

Multicast

When each viewer get their "own" stream, it is called "**unicast**". This method requires large pipes to deliver high-quality video to many viewers. Companies who bring live video from outside their corporate network will require wide entry points to receive large volume of data at their network tie points to the Internet. If all viewers join to watch a "shared stream", they take real advantage of the term "**multicast**". This method delivers a single high-quality stream across the corporate network, reducing bandwidth consumption, and computer power. Multicast Agent can make this possible.

Want to see **real multicast** in action? Ask for a demo.