



REAL-TIME STREAMING SUCCESS FOR LIVE DJ & VENUE EXPERIENCES

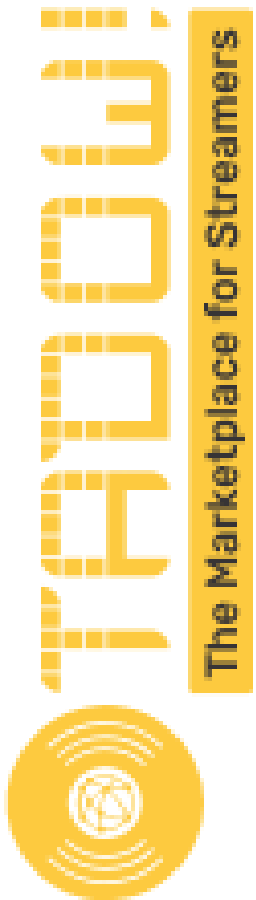
with Ant Media Server



**Tadow LLC Cuts Streaming Latency to Under 1 Second and Achieves
Seamless Two-Way DJ Streaming**

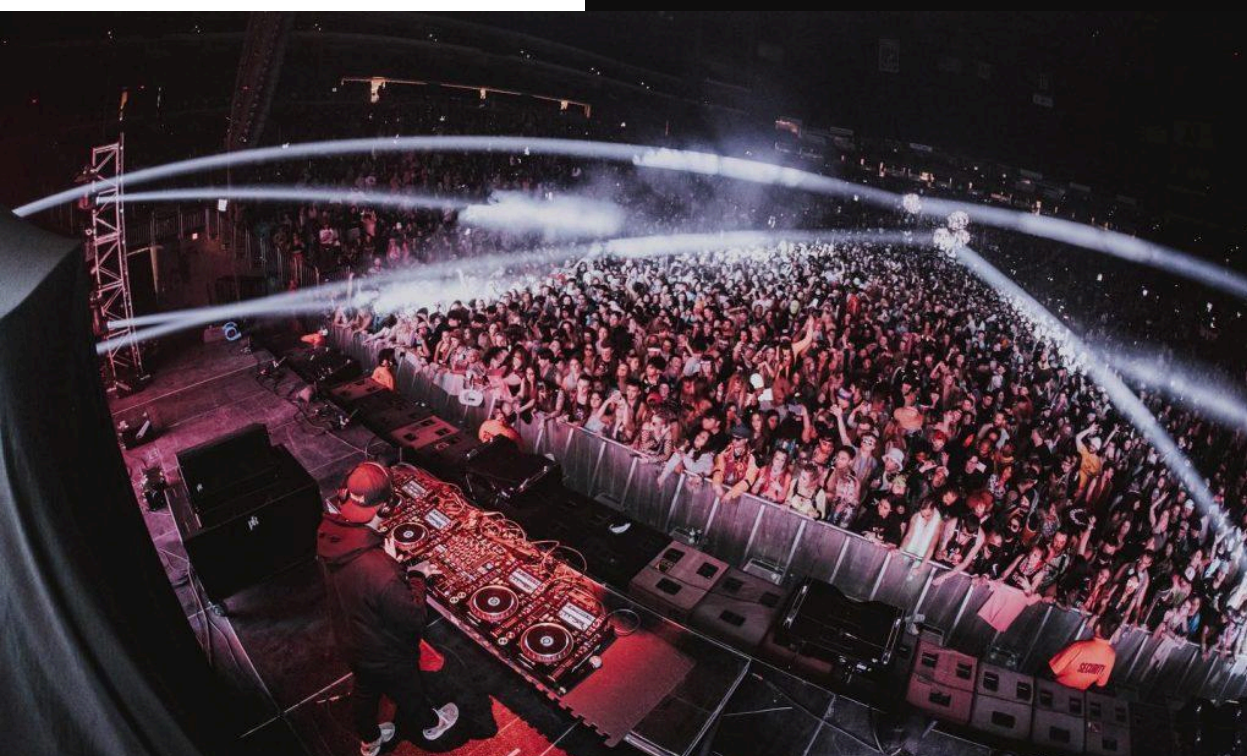
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About Tadow LLC



Real-time streaming is essential for live DJ performances. When the connection lags, it isn't just annoying for the audience. It can throw off the beat, break the DJ's connection with the crowd, and undermine confidence in the platform itself. Keeping that connection smooth is the difference between an unforgettable set and a forgettable one.

Tadow LLC operates an online DJ streaming platform designed for a specific purpose: streaming DJ performances to venues while also broadcasting the venue's live audio back to the DJ. This two-way communication requires near-instant synchronization, which most streaming architectures cannot provide. To meet this challenge, Tadow developed a streaming engine specifically built for real-time, low-latency, bidirectional media, rather than using a general-purpose broadcasting tool.

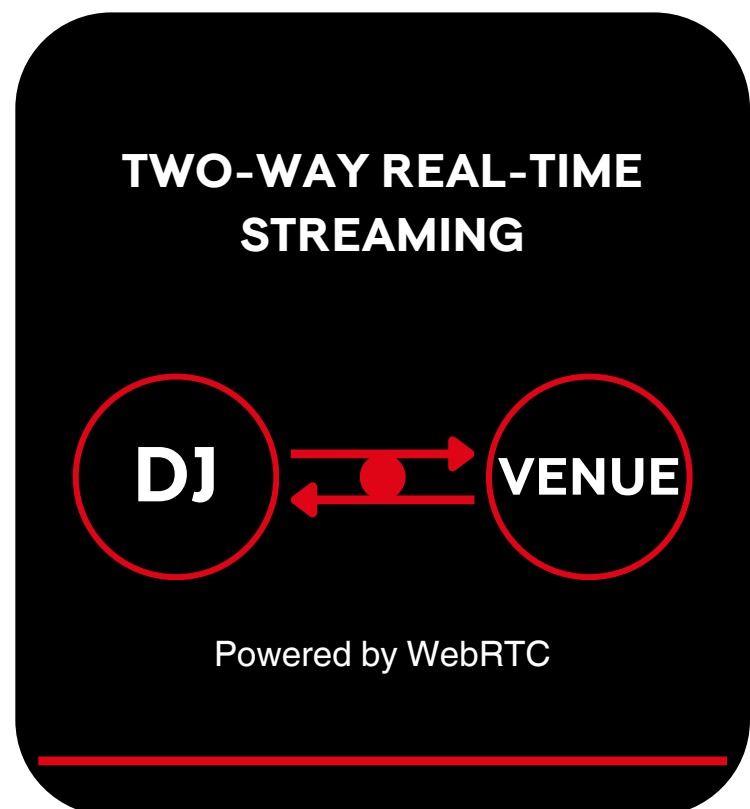


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A Game-Changer for Live Streaming

Before [Ant Media Server](#), Tadow experienced streaming latency of up to 10 seconds, with stream stability holding around only 80%. For a standard on-demand or one-way streaming use case, those numbers might be workable, but for a live DJ performance, where timing and real-time audio sync are everything, they simply did not work.

The platform's need to stream in both directions at once added another layer of complexity. The team evaluated several open-source streaming servers, but none delivered the reliability, performance, or simplicity required at scale.



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Why Tadow Chose Ant Media Server?

The team chose Ant Media Server for its native WebRTC support, which enables sub-second streaming critical for real-time interaction. Integration was straightforward, letting the team stay focused on building their product instead of wrestling with streaming infrastructure.

- WebRTC support enables sub-second, bidirectional streaming
- Significant drop in latency compared to the previous open-source setup
- Integration process described by the team as "**super simple**"
- Stability improvements that made live sessions reliable enough to build a business.

"

Real-time video isn't a feature; it's the foundation of how modern platforms connect performers and audiences. "

"

ANT MEDIA SERVER

Real-Time Streaming Infrastructure

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What Changed? THE RESULTS AT A GLANCE

After implementing Ant Media Server, Tadow saw latency drop dramatically and stream stability climb to near-perfect levels. DJs can now perform live sets that feel genuinely connected to the venue, elevating the experience for both performers and audiences. The integration itself was described as "super simple", a critical factor for a lean platform team focused on building product rather than managing infrastructure.



Looking Ahead

Moving forward, Tadow has identified one clear area for development: more options to customize the stream experience, specifically the ability to add watermarks or visual skins to streams. As the platform grows and venues seek branded experiences, these customization features will become increasingly important for differentiation. With a stable, low-latency streaming foundation now in place, the Tadow team is well-positioned to focus on next-layer features that elevate the product for both DJs and venue partners.

What Client Said?

“

Obviously, latency was dropped significantly. Stream stability was great. Integration was super simple.

”

Chirag Gupta

Founder & Developer, Tadow LLC

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