WOWZA
M E D I A   S Y S T E M S

Open hearts. Open minds. Open doors.
The people of The United Methodist Church®

United Methodist Church Looks to Wowza® for Modernization of Worship

Overview

Founded in 1990, the United Methodist Church of the Resurrection is today one of America's fastest-growing churches, as well as one of the largest in the Methodist denomination. More than 16,000 people worship, study and serve at its four physical campuses in Missouri and Kansas, and through its online ministry.

The effect of the online ministry on the Church's growth is easy to see. The senior pastor floated the idea in 2007, and live webcast of Easter services that year attracted online viewership of about 200. Weekly streamed services began in November 2008, and by Easter 2009, the census was up to 1,600. At Christmas the same year, the Midwest was hammered with a blizzard that made it difficult or impossible for many people to get to church. As a result, the webcast audience grew to more than 3,500 people, and included not only the Church's own members but also people from churches elsewhere that had been forced to cancel services. Since then, online attendance has steadily grown and now makes up about 15 percent of total weekly attendance.

In 2009, average weekly worship attendance was about 7,600. For the first eight months of 2010, the average audience was about 9,000 – almost a 20 percent increase due in large part to the growth in the online ministry. As the burgeoning online viewership continued, the church was faced with a number of issues.

> ❝ *Even small screens achieve a positive impact with viewers. Using the Wowza Media Server, we became one of the first churches to make our sermons available on mobile devices, such as the iPhone and iPod.* ❞

— Ian Beyer, Online Campus Technical Director, The United Methodist Church of the Resurrection

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Challenges

- Mitigating the high cost of a large-bandwidth connection for only four hours a week.
- Being able to accommodate an ever-growing demand.
- Capturing, producing and encoding the content in a way that is compatible with multiple platforms.

Wowza Solutions

- With Wowza Media Server on Amazon EC2 (Elastic Computing Cloud), the Church pays only for services needed but at the same time has access to Amazon's effectively limitless bandwidth.
- Wowza's high-performance video engine for Amazon EC2 saves the Church money on equipment, facilities and staff.
- Wowza software allows the church to balance the load of viewers in real time in response to audience fluctuations.
- Wowza Media Server on Amazon EC2 enables a large volume of video to be streamed to a wide variety of screens and devices, with video capacity scaling according to viewership.

Benefits of Wowza Media Server

- Enables automated management of Amazon EC2, which makes it easy for anyone to control streaming video.
- Allows the unification of delivery for live and on-demand H.264 video or AAC/MP3 audio streams to multiple clients and devices, eliminating the need for specialized, client-specific servers and encoders.
- Enables video content to be delivered and viewed simultaneously on desktop/laptop computers, mobile phones/tablets and IPTV set-top boxes.
- Its unique capabilities also enable the Church to become one of the first anywhere to make worship services available on the iPhone® and iPad®, as well as other popular mobile devices.
- Enabling the Church to deliver a Roku® channel using Apple® HTTP Live Streaming (HLS) that will allow small groups to join in live worship from their homes or other venues.

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