WOWZA ®
MEDIA SYSTEMS

Fandor Connects Independent Films With Their Fans Using Wowza Media Server

Overview

Fandor is the leading on-demand independent film service, showcasing high quality, hard-to-find independent and international films. The company launched in 2011 to address a gap in the independent film marketplace by helping filmmakers and distributors connect directly with their audience. Fandor's video-on-demand (VOD) service gives film fans access to the movies they love across multiple platforms and with new and innovative ways to find content and share with one another.

Fandor's success depends on three important capabilities: providing high-quality video, ensuring multiplatform delivery and enabling viewers to share film clips through social media. Initially, Fandor relied on a Tier 1 content delivery network (CDN) coupled with the Amazon Elastic Compute Cloud™. However, as its service expanded, the company began to look for alternatives that would allow it to own, manage, and extend parts of its infrastructure while still taking advantage of cloud-based efficiencies. The solution also needed to be flexible, cost-effective, simple to deploy and had to integrate all the key features of its service.

Enter Wowza Media Server. Fandor began using the unified streaming media software as the simplest and most cost-effective way to ensure that Fandor could continue growing while delivering on its three main focus areas: providing high-quality uninterrupted video, enabling users to share snippets of film and delivering content to multiple screens.

❝ I would recommend Wowza because of the expertise and accessibility of the team, the flexibility of the platform, and the ability to easily use a pay-as-you-go service through a combination of Wowza and the Amazon Cloud. Being able to use the infrastructure that we had already put in place is such a big advantage, and as we continue to expand to different kinds of platforms, Wowza's multiprotocol streaming will be part of that. ❞

– Dan Aronson, CEO, Fandor

Challenges

• Implement a cost-effective, flexible, and easy-to-use solution that allows streaming from the cloud without giving up complete control of infrastructure.
• Deliver the highest quality streaming video to the widest number of devices.
• Allow users to share, recommend, and comment on film clips through social media.

Solution

• Wowza Media Server gives Fandor the ability to work seamlessly on the Amazon Elastic Compute Cloud™.
• Wowza Media Server software uses adaptive bitrate streaming (ABR) technology to automatically adjust film-streaming bitrates to network conditions.
• Wowza Media Server software offers the broadest any-screen coverage, which includes tablets, phones, set-top boxes, media players, and game consoles. It also streams to Apple® iPhone®, iPad® and other HLS-capable devices such as Apple TV® with Airplay®; Android™ devices; Roku™ media players; and Internet-connected TVs.
• Wowza's plug-in application programming interface (API) enables Fandor to take the existing code modules from their infrastructure and implment them into Wowza Media Server software.

Benefits of Wowza Media Server

• Working seamlessly on the Amazon Elastic Compute Cloud™ allows Fandor to adopt a "pay-as-you-go" model for infrastructure needs while still having the ability to increase volume when needed.
• High-quality uninterrupted streaming safeguards Fandor's reputation with its stakeholders (users and filmmakers).
• Integration of clip sharing and other social media coding enables Fandor to pull users to its service.
• Any-screen delivery and multiformat video from a single set of encode video files future-proof Fandor and reduce video storage costs.
• Dedicated service during installation and deployment accelerate the setup process.
• Cost-effectiveness and flexibility of Wowza Media Server allows for easy expansion and growth.

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