

CASE STUDY: INVINTUS

Wowza technology empowers Invintus Media to deliver more than 50 million live and VOD streams



TVW, the public-affairs broadcast network for the state of Washington, has always been on the cutting edge of streaming technology, and Wowza Streaming Engine™ software helps TVW deliver on its intensive streaming schedule through its Invintus Media enterprise webcasting solution.

INDUSTRY



Service Provider



Government

USE CASE

Government—ongoing event/meeting broadcast

PRODUCTS/SERVICES



Wowza Streaming Engine



Wowza Transcoder

Amazon Web Services™



C-TRAN Board of Directors Meeting (09-15-15)
Complete coverage of the September 8, 2015, C-TRAN Board of Directors meeting.

CHALLENGE

Government broadcasting presents unique challenges:

- Average length of broadcasts—2.5 hours per event
- Number of daily broadcasts—150+ per local/state government
- Metadata requirements—details about bills and legal terms
- Federal regulations for captioning
- Stringent security requirements

TVW's streaming expertise in that complicated realm garnered so much interest from other state and local agencies that the broadcaster created an agnostic platform called Invintus Media (IM) to make streaming easier not only for those groups, but for anyone who would otherwise find streaming difficult. For such a large-scale endeavor IM needed a supremely reliable solution—and found it in Wowza Streaming Engine software.

SOLUTION

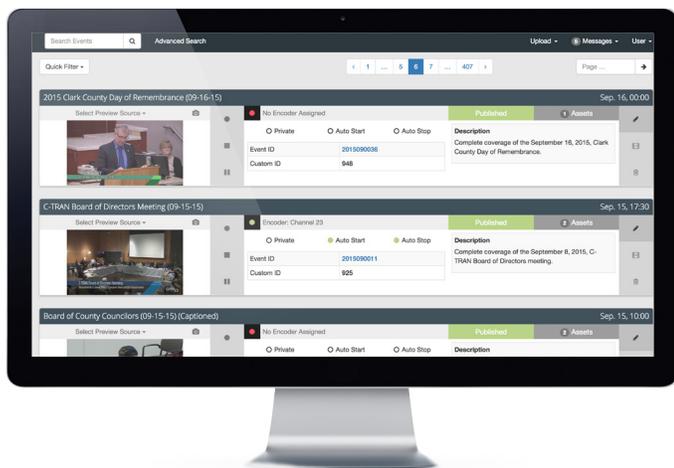
Invintus Media developed a custom solution with Wowza Streaming Engine hosted on Amazon Web Services (AWS). The following are key elements of the solution:

FORWARD-LOOKING CLOUD SERVICES: The Wowza commitment to cloud services lets IM customers expand without having to scale their own infrastructure.

BUILT-IN TRANSCODING: With unlimited transcoding now included with Wowza Streaming Engine, IM customers no longer have to maintain their own transcoding infrastructure to ensure that streams will reach any device a viewer may be using.

ROBUST APIS: The API in Wowza Streaming Engine enables IM to go to market with new features such as the following faster than ever before.

- Use of metadata to tie into external systems to import schedules from legislatures, etc., into Invintus
- Real-time graphic overlays and lower thirds
- Voice-to-text transcription of audio for search capability
- "Agenda marking" so clients can jump to specific locations in a video file that correspond to meetings' agenda points



BENEFITS & RESULTS

By building the Invintus platform on Wowza technology, the broadcaster has delivered **more than 50 million live and archived streams in 12 months**, and those numbers increase every day.

MARKET EXPANSION: The reliability and power of Wowza software helps IM build a reputation for reliability and power, as well. IM is adding new customers every week, expanding services with current customers, and developing new solutions for the legal and medical fields.

COST SAVINGS: With Wowza technology deployed on AWS, IM and its customers can scale exponentially without high infrastructure costs. Hosting Wowza Streaming Engine in the cloud has cut IM's costs by 30 percent compared to internal data-center solutions.

UNLIMITED SCALABILITY: The integration with AWS enables IM to take streaming to the next level and scale as market demands continue to grow.

SPEED TO MARKET: Formerly **long development cycles are reduced to a matter of days**, which allows delivery of a more robust and tailored solution quickly.

IMPROVED EFFICIENCY: **Transcoding directly in the Wowza software lets IM eliminate 2,500 lines of code**, vastly simplifying administration duties and saving time.

HIGH-QUALITY STREAMING: IM is able to deliver high-quality video and audio streaming across a wide variety of formats and devices through one solution.

"Wowza Streaming Engine is the only platform we found that gives us full confidence in delivering high-quality streaming, live and on demand, to all output formats and devices. This provides us true flexibility to build our own easy-to-use streaming solution to make streaming attainable for our customers and their key audiences."

—Scott Freeman, CTO, Invintus Media

To learn more about how others are using Wowza streaming technology, visit wowza.com or contact sales@wowza.com.