

CASE STUDY: **MERIDIX**

Meridix builds on Wowza Streaming Engine to let anyone broadcast sports like the pros do



Meridix is a streaming platform that lets anyone easily live-stream sports at any level—local, youth, high school, college, pro, and everything in between. By building on Wowza Streaming Engine™ software, Meridix empowers its customers to capture and stream from anywhere, complete with HD video, audio, multicamera mixes, scores, and stats.

INDUSTRY



Service Provider



Live Sports

USE CASE

Ongoing sporting events—
live and on demand

PRODUCTS/SERVICES



Wowza
Streaming
Engine

Amazon Web Services™



CHALLENGE

Before discovering Wowza Streaming Engine, Meridix output live streams via several popular video workflows, but they wanted to do more:

- Develop a custom streaming offering to allow for sport-specific video player interfaces with real-time scores and stats, and deep viewer analytics
- Ensure the streaming workflow is easy, no matter what hardware, network speed, or technical proficiency a customer may have
- Deliver the full viewing experience to any device a viewer may be using, from smartphones to desktop computers

SOLUTION

Building its platform on powerful Wowza Streaming Engine server software has enabled Meridix to stream upward of 70,000 games, and counting. Here's a look at the customized solution's key capabilities.

SOLUTION (CONT.)

PRO-QUALITY BROADCASTING, REGARDLESS OF INFRASTRUCTURE:

Customers can create professional-looking sports broadcasts even if they have no infrastructure. Whether they're using high-end video equipment, camcorders, network (IP) cameras, or smartphones for recording, and whether the network connection is limited or broadband, Wowza Streaming Engine software lets Meridix accept the live streams and deliver them beautifully.

VOD RECORDING AND ARCHIVING: Wowza Streaming Engine makes it easy to record and archive live streams for video on demand (VOD) playback. Meridix archives every game's video and audio for later viewing, along with scores, stats, and other event data.

DELIVERY TO ANY DEVICE: The included transmuxing functionality lets Meridix take in a single live stream from a customer, then transform that stream into a variety of formats to deliver content to any viewing device, anywhere.

WHITE-LABELED SERVICES: By leveraging the Wowza Streaming Engine Java API, Meridix provides dynamic video player interfaces with the teams' own logos and colors. Customers can embed their streams into their own sites or opt for a dedicated player page at meridix.com.

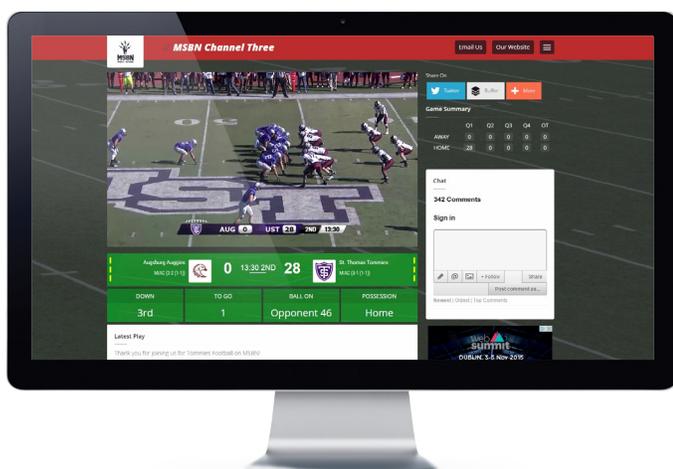
BENEFITS & RESULTS

Customers come to Meridix from larger streaming services because of the unmatched sports-optimized features the platform provides. These, along with other key business benefits, make Meridix thrive:

RELIABILITY: The reliability of Wowza Streaming Engine gives Meridix confidence when marketing its own offering to customers, with the knowledge that it's built on a rock-solid foundation.

FASTER SPEED TO MARKET AND EASY FEATURE ROLLOUT: Wowza technology offers a wide range of building blocks when advanced customization is needed. When custom modules are called for, the Wowza Streaming Engine Java API enables Meridix to go to market quickly with new features, such as live fan interaction.

UNLIMITED SCALABILITY: Wowza Streaming Engine deployed on Amazon Web Services and integrated with internal and external CDNs scales smoothly, letting Meridix stream **hundreds of concurrent broadcasts to reach 100,000+ viewers at a time** during peak sports seasons.



"By using Wowza technology as the engine for our streaming services, we've been able to expand our market reach rapidly and develop solutions to help support the brands of our 1,000+ sports customers."

— Tyler Feret, founder and CEO, Meridix

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