

CASE STUDY: **SONY MUSIC ENTERTAINMENT**

Sony Music Entertainment Live-Streams Lollapalooza Berlin in 360° with Wowza Streaming Cloud



SONY MUSIC



INDUSTRY



Media & Entertainment



Live Events

USE CASE

Live event—music festival

PRODUCTS/SERVICES



Wowza Streaming Cloud

VideoStitch™ encoder

CHALLENGE

The Innovation Board at [Sony Music Entertainment™](#) is continually looking for ways to leverage the newest technologies to enhance their services and provide additional value to their music clients. They developed the idea to produce and live-stream a 360° concert experience and then set a target for it to become a reality at [Lollapalooza Berlin 2015](#). Their goals were twofold: with 360° video content they would create a unique experience for viewers and fans unable to attend the event, and significantly extend the audience reach for their music clients worldwide. The success of this initiative would not only add significant direct value for their clients but also put Sony Music at the forefront of 360° video concert production, as well as prepare themselves for the next step toward virtual reality streaming.

SOLUTION

With the Lollapalooza™ Berlin festival less than four months away, the Innovation Board had set high bar for success. They researched and identified top streaming workflow technologies that would meet their high quality standards and be key to making their goal a reality in such a tight time frame. They chose [VideoStitch](#) as their encoder partner and the [Wowza Streaming Cloud™](#) service for live streaming and delivery. The following are some key capabilities of the solution:

FLEXIBLE, PRO-GRADE LIVE STREAMING: Sony Music is able to live-stream 360° content through the Wowza Streaming Cloud service directly from the VideoStitch encoder, enabling Sony Music to reach global audiences with high-quality, custom-branded videos—no additional infrastructure required.

BUILT-IN TRANSCODING AND PACKAGING: Leveraging the [transcoding and transmuxing capabilities](#) within Wowza Streaming Cloud, Sony Music is able to employ adaptive bitrate streaming for live-streaming high-quality, engaging viewer experiences, no matter the end device or bandwidth—ensuring that Sony Music's high quality standards are consistently met.

FORWARD-LOOKING, FUTURE-PROOF TECHNOLOGY: Wowza™ technology's ability to [live-stream 4K](#) resolution for 360° content is important for a perfect picture and the ability to advance to 8K in the near future, not several years down the road.

EASE OF USE: With fewer than five weeks from the time Wowza Streaming Cloud was selected to the execution of the live event, Sony Music needed an easy-to-use, out-of-the-box solution that would meet all of their criteria.

BENEFITS & RESULTS

With the Wowza Streaming Cloud service Sony Music was able to deliver a unique and engaging viewer experience to a global audience on a variety of platforms. Sony Music also realized additional benefits, including these:

COST SAVINGS: With unlimited transcoding in Wowza Streaming Cloud, Sony Music does not have to invest up front to build and then maintain their own transcoding infrastructure to ensure that streams will reach any device a viewer may be using worldwide. Sony Music can expand this initiative to more clients without having to scale their own infrastructure—all while paying for only what they use.

UNLIMITED SCALABILITY: Using the [Wowza Streaming Cloud service](#), Sony Music can take their 360° streaming to the next level with confidence. Sony Music knows that if the event goes “viral” and the audience grows rapidly and more than anticipated, they can accommodate the increased demand. At the same time, they know they don’t need to build out infrastructure they may not use.

SPEED TO MARKET: The entire process from ideation to execution took less than four months, with the live streaming aspect coming together in less than five weeks, allowing them to bring this test case to market quickly.

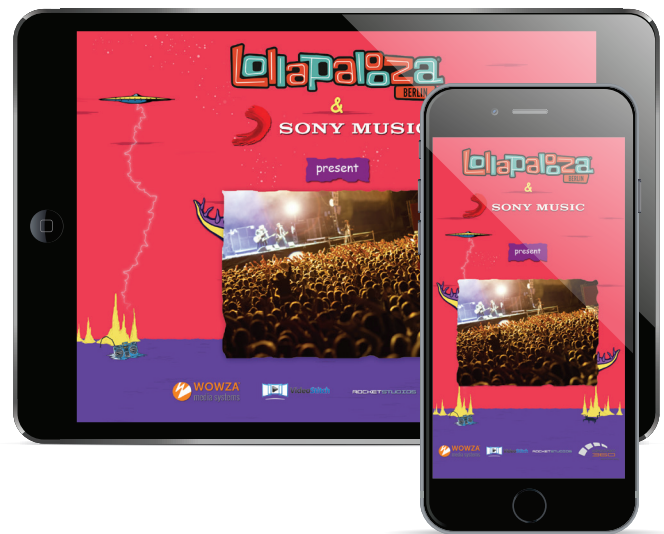
GEOGRAPHIC REACH: Sony Music can reach a truly global audience with a high-quality streaming experience, allowing their music clients to cater to fans worldwide and expand the impact of their live events.

HIGH-QUALITY VIEWER EXPERIENCE: This solution enabled Sony Music to create a high-quality experience that makes viewers feel like they are at the event.

BRAND MANAGEMENT: Sony Music created custom Lollapalooza Berlin mobile apps for iOS and Android, as well as a landing page for desktops, enabling them to able keep full control of the brand, message, and live video content they provide to audiences.

“Wowza Streaming Cloud is the only cloud-based live streaming technology we found that gives us full confidence in delivering high-quality live streaming, to all output formats and devices anywhere. The easy out-of-the-box setup and use enabled us to achieve our goal in record time. It just works!”

*—Daniel Federauer, head of innovation management,
Sony Music Entertainment*



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