

CASE STUDY: **SOUTHEASTERN UNIVERSITY**

Fostering community by streaming with Wowza Streaming Engine

**SOUTHEASTERN
UNIVERSITY**

Southeastern University (SEU), a Christian college in Florida, is committed to “transforming minds and engaging culture through the integration of faith, learning and service.” One way the school accomplishes that is by using Wowza Streaming Engine™ software to live-stream its chapel services and commencement ceremonies to students, their families, and community members.

INDUSTRY



Education



Live Events

USE CASE

Live event streaming—
chapel services,
commencement
ceremonies

PRODUCTS/SERVICES



Wowza
Streaming
Engine



Wowza
Transcoder

Amazon Web Services™

Akamai®

Encoders—Teradek™,
Adobe®, Telestream®



CHALLENGE

SEU wanted to expand its streaming program, but knew a change was needed to achieve the following with minimal infrastructure management:

- Scale to meet the demands of varying audience sizes worldwide
- Avoid the need to create multiple video renditions manually
- Distribute to the university’s Roku channel
- Provide both flexibility and control over proprietary content

The university’s previous solution required its staff to operate individual cameras and stream the video to distinct onsite computers, creating a cost burden while stretching personnel thin.

SOLUTION

Powering an expanded streaming program Wowza Streaming Engine server software was the solution. With it in place, the university is able to achieve the following:

INFINITE SCALING: By deploying the Wowza™ software in the cloud via Amazon Web Services, scaling smoothly to a large, worldwide viewership is simple.

STREAMLINED DELIVERY TO ANY DEVICE: The Wowza transcoding functionality enables dynamic communication with viewers anywhere—and on any device, including the Roku devices that are integral to SEU’s internal network for proprietary content.

SMOOTH VIDEO WITH NO BUFFERING: SEU sends a single high-quality stream to the Wowza Streaming Engine instance and Wowza does the rest, removing the burden of creating multiple video renditions manually. The most appropriate rendition is delivered to each viewer based on his or her bandwidth.

BENEFITS & RESULTS

Since adopting Wowza Streaming Engine software, SEU's **weekly live event streaming has grown 49 percent**. With Wowza technology behind its streaming initiative, the university is able to focus on its core principles of faith, learning, and service.

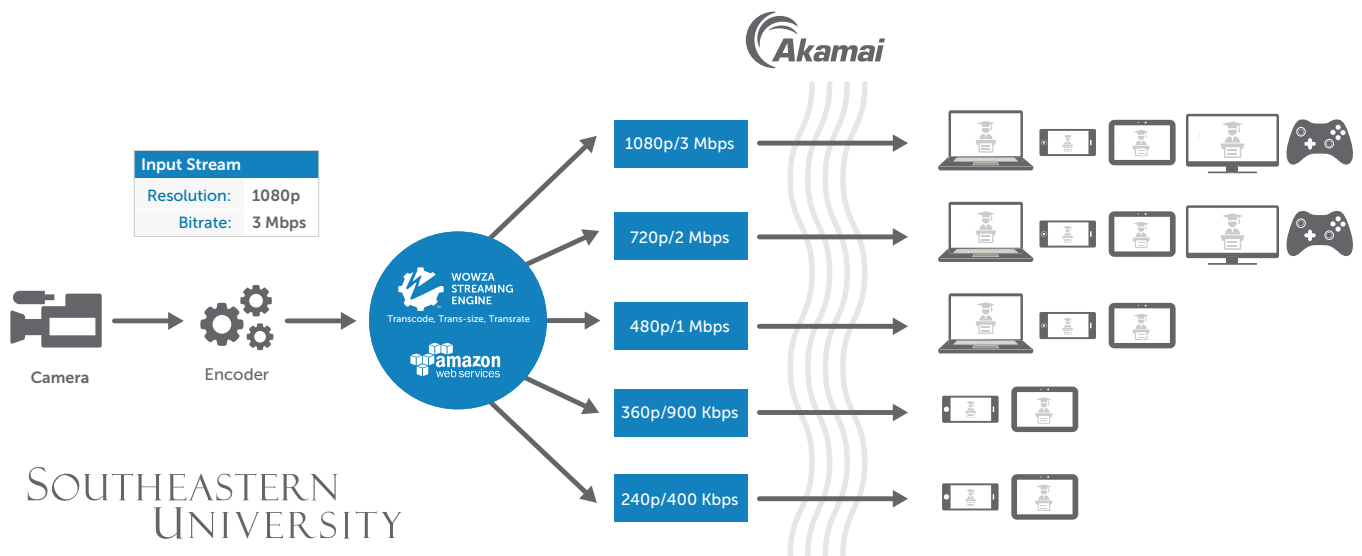
COST AND LABOR SAVINGS: The platform-agnostic Wowza technology lets the university use what it already has—there's no need to buy new equipment or administer a complicated infrastructure.

COMMUNITY OUTREACH: The expanded streaming program lets SEU deliver its message far beyond the campus. In six semesters, SEU has streamed **1.2 million viewer-minutes to ~32,000 unique viewers**. Students' families, alumni, donors, and other interested parties can now experience live concerts, sporting events, and conferences in addition to chapel services and graduation ceremonies.

FLEXIBILITY: Wowza Streaming Engine gives the university as much control as it needs, thanks to built-in security features, a robust API, and handy monitoring tools.

"Wowza Streaming Engine is as flexible as a Swiss army knife. You only have to send Wowza one high-quality stream, and they take it from there."

— Ian Fritzsche, director of media services, [Southeastern University](#)



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