

## CASE STUDY: **STREAM GROUP**

*Stream Group creates custom OTT broadcast solution for Europe using Wowza Streaming Engine software*



Stream Group has more than 10 years of experience providing operators, broadcasters, and media companies with the ability to quickly launch extensive interactive TV and video platforms.

### INDUSTRY



Broadcast



Streaming service provider



OTT

### USE CASE

OTT TV—live TV, time-shifted TV (including replay TV, restart TV, and nPVR)

### PRODUCTS/SERVICES



Wowza Streaming Engine



Wowza Transcoder



### CHALLENGE

M7 Group S.A. selected the Stream Group over-the-top (OTT) multiscreen IPTV solution for its Dutch ISP brand Online.nl, a new service created to offer OTT, IPTV, and video-on-demand (VOD) services to online viewers on xDSL and FttH networks throughout the Netherlands. Time to market was six months and Stream Group was granted four months to deliver a turnkey solution, which was used to test all aspects during a silent launch period.

At the start of the project, Stream Group needed to transcode a pool of 75 TV channels, and required a flexible setup to change and expand the TV channels quickly, including the configuration of profiles for mobile devices, set-top boxes, PC browsers, and HDMI dongles for live and time-shifted TV and other features. To deliver the required turnkey solution to M7 Group S.A. in the very tight time frame, Stream Group began a swift search for the right third-party video-streaming technology to integrate with its existing systems.

## SOLUTION

After thorough research and consideration Stream Group selected Wowza Streaming Engine™ media server software to help power this turnkey solution for M7 Group. Wowza Streaming Engine was chosen based on several key factors for Stream Group, including the knowledge that it would support the company's growth path:

- **Flexible** system to set up and **configure** with the Wowza Streaming Engine Manager UI and APIs
- **Ability to scale** at the server level and to expand offerings based on the software's breadth of features
- Preference for **software** that was already proven in the market and would stay up-to-date with technology changes (**future-proof**)
- **Cost-effectiveness** for better overall total cost of ownership
- **Deployable onpremises** (runs on virtual machines) for better integration and systems management
- Transcoding of SD and HD live TV streams done on the server
- **Live adaptive bitrate streaming**, which adjusts video stream delivery in real time according to each viewer's CPU capabilities and bandwidth
- Origin for **network personal video recorder (nPVR) packaging and encryption**

The result is an integrated Stream Group–Wowza™ solution that delivers a stable and flexible OTT platform for live and time-shifted TV (including replay TV for playing missed episodes, restart TV so users can start watching an in-progress live program from the beginning, and nPVR) while meeting the highest standards of streaming quality and security. The joint solution enables the management and multi-bitrate delivery of protected live and on-demand TV and video content across tablets, smartphones, connected set-top boxes, and computing platforms.

## BENEFITS & RESULTS

Leveraging Wowza Streaming Engine technology, Stream Group continues to achieve impressive growth. Today the Stream Group CDP processes about 180 live TV channels for M7 Group. The integrated solution is also currently being used in more than 20 successful projects across Europe, with 2 large ones carrying 150 concurrent channels each. Stream Group continues to receive several other key business benefits:

**SIGNIFICANT COMPETITIVE ADVANTAGES:** Wowza technology enables faster speed to market and great flexibility for customization of solutions.

**SCALABILITY:** In one year Stream Group has more than doubled the number of channels it is delivering for M7 Group.

**EXPANDED SERVICE OFFERINGS:** In addition to its business in the Netherlands, Stream Group is now delivering OTT streaming solutions to Turkey, India, New Zealand, Canada, and various countries in Europe.



*"The Wowza building blocks allow us to provision stable and cost-effective solutions to IPTV and OTT providers from one source, while maintaining our flexibility and innovative advantage. These turnkey solutions can be delivered within three to four months, even if the processing and play-out of content needs to be handled locally."*

—Sander Bakker, VP business development

To learn more about how others are using Wowza streaming technology, visit [wowza.com](http://wowza.com) or contact [sales@wowza.com](mailto:sales@wowza.com).