

CASE STUDY: STREAMSPOT

End-to-end solution provider uses Wowza Streaming Engine to offer 100% automation for streaming simplicity



StreamSpot™ is an end-to-end custom streaming solution initially designed to address the unique needs of houses of worship. The service, which is built on Wowza Streaming Engine™ software, provides everything required to stream high-quality live and on-demand events to any Internet-connected device.

INDUSTRY



Broadcast services

USE CASE

Live and on-demand event streaming—house of worship, sports, distance learning

PRODUCTS/SERVICES



Wowza Streaming Engine

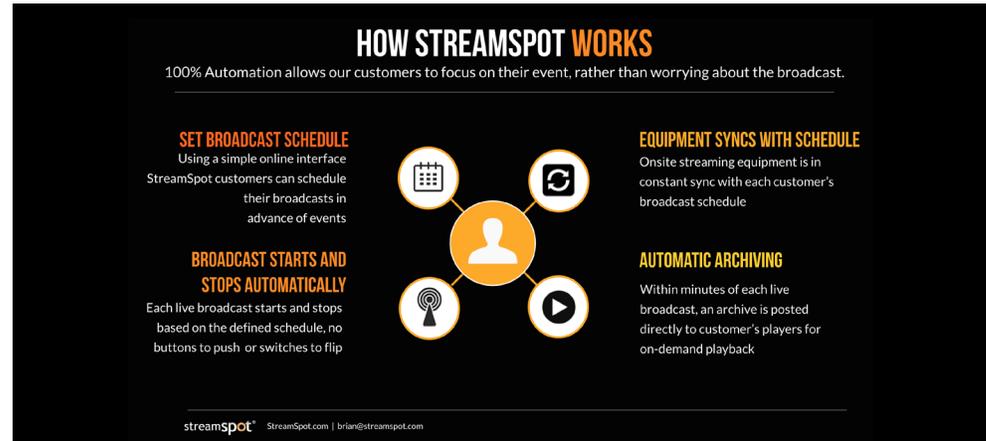


Wowza Transcoder

Amazon Web Services™

Axis Communications™ cameras

Encoders—Teradek™, Matrox™, Telestream®



HOW STREAMSPOT WORKS

100% Automation allows our customers to focus on their event, rather than worrying about the broadcast.

- SET BROADCAST SCHEDULE**
Using a simple online interface StreamSpot customers can schedule their broadcasts in advance of events
- BROADCAST STARTS AND STOPS AUTOMATICALLY**
Each live broadcast starts and stops based on the defined schedule, no buttons to push or switches to flip
- EQUIPMENT SYNCS WITH SCHEDULE**
Onsite streaming equipment is in constant sync with each customer's broadcast schedule
- AUTOMATIC ARCHIVING**
Within minutes of each live broadcast, an archive is posted directly to customer's players for on-demand playback

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CHALLENGE

StreamSpot began working with streaming video in 2010, but always encountered problems with the streaming servers they tested. Too much intensive development work was required to achieve the functionality StreamSpot needed to deliver high-quality streaming services to its customers. These features include the following:

- Automatic archiving of live streams (not simple local recordings) for instant video on demand after live broadcasts
- Instant integration with over-the-top (OTT) devices, such as Roku
- Robust viewer statistics: how many people watched, for how long, on what devices, and from what locations

SOLUTION

StreamSpot began using Wowza Streaming Engine in 2012, and immediately new avenues for business growth opened up. Before StreamSpot made the switch to Wowza technology, streaming was just one of the company's offerings; now it's the principal focus. Here's a look at the solution's key capabilities.

SOLUTION (CONT.)

LIVE-STREAM RECORDING AND DISTRIBUTION: Wowza Streaming Engine provides built-in recording, which allows StreamSpot to instantly archive customer live streams for on-demand playback, editing, and distribution to other mediums (such as podcasts and DVD).

SIMPLE DELIVERY TO ANY DEVICE: The [transcoding functionality](#) built into Wowza Streaming Engine lets StreamSpot deliver content to any device a viewer may be using, from previous-generation cell phones to modern smartphones, tablets, Roku devices, laptops, and desktop computers. StreamSpot customers utilize a single embed code for every device for a simplified video-delivery experience.

SCHEDULED EVENTS AND VIEWER STATS: The [Wowza Streaming Engine API](#) enables StreamSpot to put minimal development effort into key features of its platform:

- StreamSpot's automation software is used in conjunction with Wowza Streaming Engine to provide a fully automatic, hands-off streaming solution. Using StreamSpot Sync™ a live broadcast automatically starts and stops based on each customer's streaming schedule. This technology is game-changing for institutions without onsite media staff or those who are prohibited from using technology due to religious observance.
- Built-in monitoring utilizing the Wowza API and detailed logging allows StreamSpot's customers to see viewer analytics, including where their audiences are located and for how long they watch.

"Our search stopped as soon as we found Wowza. StreamSpot and Wowza have enabled an entire subset of customers to stream through our custom, highly scalable solution. We are excited to be expanding into other markets now, as well."

—Brian Duerring, cofounder and CEO, StreamSpot

BENEFITS & RESULTS

StreamSpot started with one church as a customer; now it has customers in 47 states and 7 countries. Although its focus is still heavily on churches and synagogues, nearly one-quarter of its customers specialize in other types of live content, such as sporting events and distance learning. Leveraging the Wowza platform, StreamSpot continues to achieve impressive growth and several other key business benefits:

IMPROVED USER EXPERIENCE: The custom streaming solution is designed specifically for the needs of StreamSpot's unique customers.

FASTER SPEED TO MARKET AND EASY ROLLOUT OF NEW FEATURES: Customization with the Java API gives StreamSpot the flexibility to quickly provide a comprehensive end-to-end solution—ahead of its competitors.

UNLIMITED SCALABILITY: [Wowza Streaming Engine](#) deployed on [Amazon Web Services](#), using the Wowza-recommended origin-edge architecture, performs beautifully for autoscaling. One StreamSpot customer delivered **live streams to 44,000 concurrent users** during Rosh Hashanah 2014. Another customer reached **1 million video views in a single day without disruption**.

SIGNIFICANT COMPETITIVE ADVANTAGES: Wowza pricing packages let service providers like StreamSpot focus on business growth rather than operating expenses by delivering high-quality, cost-effective solutions to their customers.

STREAMSPOT GROWTH SINCE SWITCHING TO WOWZA STREAMING ENGINE IN 2012

100%+ YOY
CUSTOMER GROWTH

60%+ AVERAGE YOY
REVENUE GROWTH

59% DECREASE IN
OPERATING EXPENSES

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