

CASE STUDY: **TOURGIGS**

Wowza technology helps TourGigs be among the first to stream concerts in 4K



TourGigs captures, produces, and live-streams concerts in ultra-high definition, making the concert experience available to viewers from the comfort of home—in real time and on demand. By building its streaming infrastructure on Wowza Streaming Engine™ server software, Gigcasters, TourGigs' technology and engineering division, delivers smooth, professional-quality streams to fans wherever they are and on whatever device is convenient for them.

INDUSTRY



Media & Entertainment



Live Events



Service Provider

USE CASE

Enterprise—live and on-demand concert streaming



PRODUCTS/SERVICES



Wowza Streaming Engine



Wowza Transcoder

Wowza nDVR

Rackspace™

Gigcaster custom encoder

CHALLENGE

The TourGigs founders recognized a huge unmet demand for live streaming concerts, but they also understood that live events are inherently tricky to stream:

- Traffic is often spiky.
- Live event length can exceed 12 hours for festivals.
- Outbound bandwidth at venues can be limited.
- Minimizing hardware needed in the field is vital for staying travel-ready.

When the TourGigs team began evaluating services to handle its live video streaming and video on demand (VOD) archiving, they had trouble finding a company that was as focused on quality, user experience, and reliability as they were. TourGigs recruited a team of streaming media veterans and talented engineers to form Gigcasters as an in-house solution. They quickly identified Wowza Media Systems as a vendor with the same attention to quality and reliability, and made Wowza Streaming Engine the central component of their streaming platform.

“With a live production, there are always gremlins. Wowza is probably the most solid piece in our infrastructure. It’s been really reliable for us.”

—Casey Charvet, director of research and development, TourGigs/Gigcasters

SOLUTION

Deploying Wowza Streaming Engine software in the cloud allows TourGigs to travel light without sacrificing quality:

RELIABLE STREAMING WITH MINIMAL AVAILABLE BANDWIDTH: TourGigs sends a single HD or Ultra HD stream to cloud servers running Wowza Streaming Engine software, and Wowza™ technology takes it from there. This minimizes the encoder processing power and hardware TourGigs needs at a venue and cuts the required outbound bandwidth significantly. TourGigs is able to **successfully stream live to 20,000+ concurrent users.**

SIMPLE DELIVERY TO ANY DEVICE: Wowza Streaming Engine software allows TourGigs to deliver its video and audio streams in a range of streaming protocols to reach any viewing device, anywhere—from previous-generation cell phones to modern smartphones, tablets, over-the-top (OTT) devices, laptops, and desktop computers.

ADAPTIVE STREAMING: Wowza Transcoder, the real-time video-transcoding feature in Wowza Streaming Engine software, allows TourGigs to transcode live 4K video streams to deliver adaptive bitrate streaming to suit each viewer’s local bandwidth and hardware capabilities.

LIVE-STREAM RECORDING AND DISTRIBUTION: Wowza Streaming Engine provides built-in recording, which allows TourGigs to instantly archive live streams and use the same product and infrastructure investment for on-demand playback and distribution.

BENEFITS & RESULTS

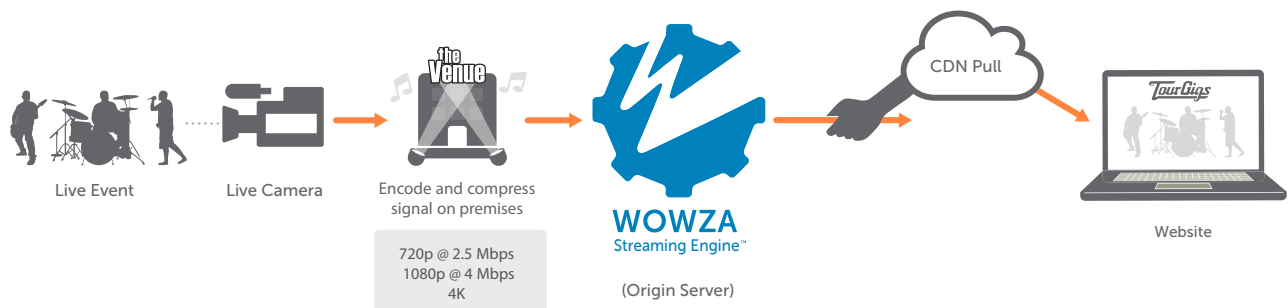
Having found a live and VOD streaming solution that works well for its business, TourGigs is thriving, with an increasingly demanding production schedule. Take a look at a few ways the Wowza Streaming Engine–based approach is benefitting TourGigs:

RAPID CUSTOMER GROWTH: In the span of a single year, TourGigs’ show schedule nearly tripled, along with its customer base.

UNLIMITED SCALABILITY: Using Wowza Streaming Engine along with a scalable cloud and CDN infrastructure allows TourGigs to scale distribution to meet the demands of any size audience without significantly increasing capital expenditures. **Over a 12-month period, TourGigs saved ~\$100,000 by deploying Wowza technology in the cloud.**

COST-EFFECTIVENESS: TourGigs takes advantage of a Wowza Streaming Engine subscription license to cover its high production density. This allows it to spin up as many Wowza Streaming Engine instances as needed to address the ever-growing demand, and pay for only the number of instances used.

SPEED TO MARKET: Wowza technology is constantly evolving as the streaming industry advances. This future-proof approach allowed TourGigs to be among the **first in the world to stream concerts in 4K, utilizing the next-generation H.265 codec.**



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