

CASE STUDY: UNIVERSITY MUSIC DEPARTMENT

University music department chooses Wowza software to create video streams that engage students and donors



The music department at a U.S. university with students from more than 100 countries was one of the first academic bodies to embrace live video streaming. To broadcast up to 120 musical performances each year, the university needed to upgrade its streaming solution—and turned to Wowza Streaming Engine™ software.

INDUSTRY



Education



Live Events

USE CASE

Live musical performances

PRODUCTS/SERVICES



Wowza Streaming Engine



Wowza Transcoder

Telestream® Wirecast®



CHALLENGE

The department needed streaming software that would fulfill these needs:

- Crisp, clear, high-quality video streams to viewers on campus and across the world
- A well-documented and -supported streaming media server
- Easy video delivery to any device to meet growing iOS viewer numbers

SOLUTION

After evaluating several major providers, the music department decided on Wowza Media Systems™ for streaming live performances from two sites on campus: a modern recital hall and a historic tower. Here's a look at what the university achieves with its Wowza™ solution:

BUILT-IN TRANSCODING TO REACH ANY DEVICE, ANYWHERE: Wowza software's built-in transcoding capability transforms the live stream for delivery across a wide array of network conditions and devices anywhere in the world, which is very important to the global audiences they are trying to engage. About 1/3 of the streams go to iOS devices, so it's important that Wowza technology allows for iOS-specific streaming right out of the box.

HIGH-QUALITY, RELIABLE STREAMING: Modern viewers won't stick around to watch video that stutters or buffers. The music department is able to deliver high-quality viewing experiences across a wide variety of formats and devices—through one solution. This reflects positively on the reputation of the music program and the university as a whole.

BENEFITS & RESULTS

Streaming live events with Wowza technology helps the music department expand and further engage its global audiences. It makes the program much more visible around the United States and the world, drawing higher-caliber students.

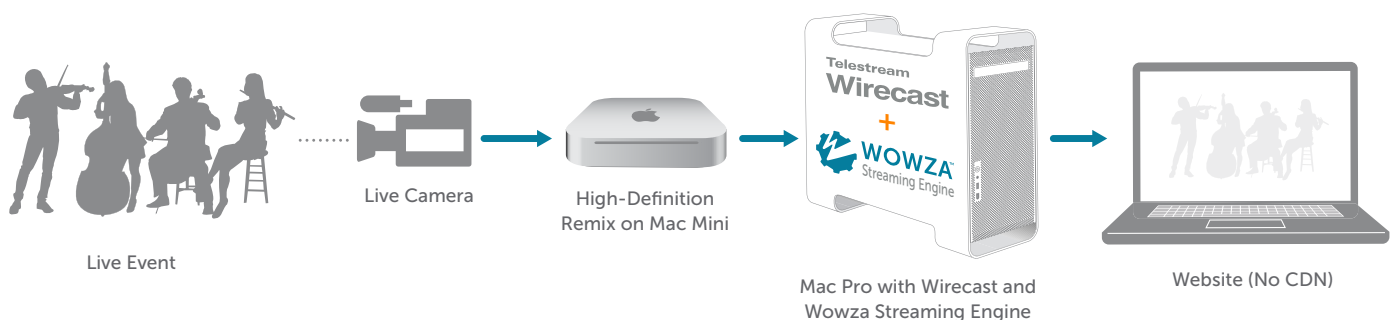
EXPANDED AUDIENCE AND ALUMNI ENGAGEMENT: Streaming video expands viewership when the performance hall is at capacity, and caters to the performers' family, friends, and classmates who can't make it to the events in person. It also allows alumni to remain engaged with their alma mater while familiarizing themselves with the rising stars of the music program.

FULL CONTROL WITH ON-PREMISES STREAMING WORKFLOW: The ability to deliver content directly from Wowza Streaming Engine is key because the university's funding model makes using a CDN prohibitive. They need full control over their service, so they stream live directly from Wowza Streaming Engine software on the university's own local servers.

EASY ROLLOUT OF NEW FEATURES: In the coming months the university plans to expand its audience reach even further by using Wowza Streaming Engine software to [record live streams for video-on-demand \(VOD\) playback.](#)

*"We have a lot of events.
Wowza is rock-solid.
It really makes things easy and
the documentation has been
great, so we can always figure
out what we need to do
to stay current."*

—University recording engineer



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