

CASE STUDY: TERRA MEDIA HD

Terra Media HD and Wowza help grow a live event's audience by 10,000%



Terra Media HD specializes in live event production and video streaming, backed by Wowza™ streaming technology. In 2014 and 2015 Terra helped a dedicated nonprofit organization, the Center for Interfaith Relations, exponentially increase the reach of its annual weeklong Festival of Faiths conference and gather a national and international following.

INDUSTRY

-  Religious organizations
-  Streaming service provider
-  Live events

USE CASE

Multiday live event—religious festival

PRODUCTS/SERVICES



Sony cameras

Matrox encoder



CHALLENGE

In 2013 Terra encountered unresolvable video- and audio-quality problems streaming the Festival of Faiths and other events, and began searching for a new solution that would address these and other challenges:

- Need to scale seamlessly for viewership spikes
- Ability to embed live streams on the festival's website and Facebook page
- Simple output of live-streamed content to the festival's YouTube channel
- Ability to conserve bandwidth in remote or rural locales

SOLUTION

In 2014 the search for the right solution led Terra to Wowza technology; that year's Festival of Faiths went swimmingly as a result, and in 2015 Terra began using the newly available Wowza Streaming Cloud™ online service. With Wowza technology powering its streaming delivery, Terra has been able to deliver the following to the Center for Interfaith Relations:

SOLUTION (CONT.)

TRANSCODING FOR ADAPTIVE BITRATE DELIVERY: For the 2015 Festival of Faiths, Wowza Streaming Cloud intelligently transcoded the high-definition source stream into six different bitrates to allow users of all bandwidth qualities to enjoy the live programming.

BUILT-IN REDUNDANCY: “The option to stream from primary and backup encoders allows us to relax and trust that even in the case of an encoder failure the stream will continue to publish without interruption. This is a level of failsafe insurance that our clients understand, too,” Terra’s production specialist, Doug Beechwood, says. **“In the live event industry redundancy means reliability.”**

AUTOMATIC SCALING: “Wowza served as a flawless deployment system for our content throughout the week. Streaming to **thousands of concurrent viewers** was no challenge for the Wowza Streaming Cloud CDN. Our Wowza network distributed traffic effortlessly to all viewers, on iPads, smartphones, and computers,” says Beechwood.

FUTURE-PROOF STREAMING TECHNOLOGY: Streaming via Wowza Streaming Cloud simplifies Terra Media HD’s streaming infrastructure while eliminating worry about adapting to new codecs and hardware advances. Wowza keeps everything current, ensuring that viewers on any device anywhere can watch the content Terra streams.

BENEFITS & RESULTS

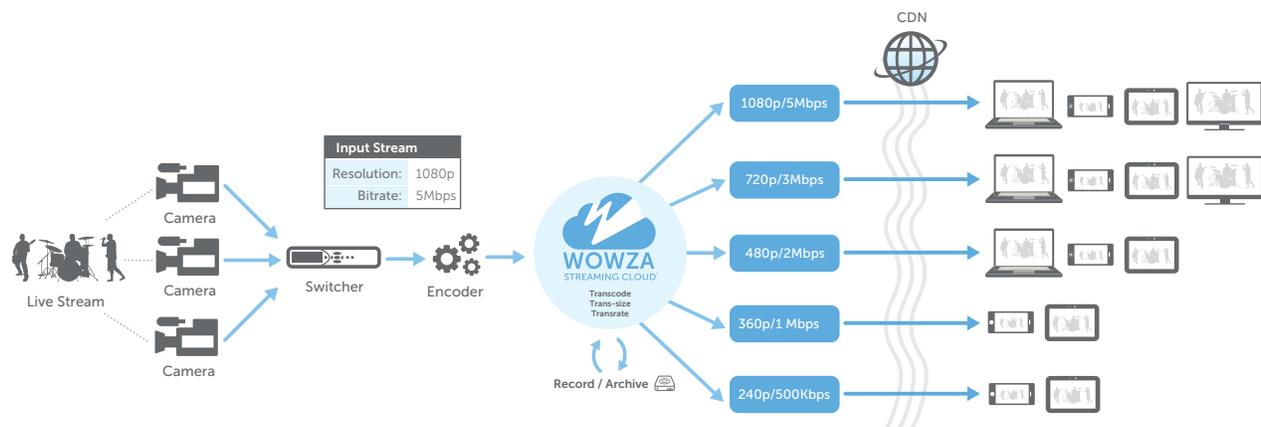
Successful streaming of the 2014 Festival of Faiths enabled the festival to pack its 600-seat theater in 2015, plus engage a global audience with live and on-demand video.

RAPID AUDIENCE EXPANSION: The Terra and Wowza streaming solution enabled a **10,000 percent increase in traffic to the Festival of Faiths website and YouTube channel**, and those numbers are still increasing by the month.

SIMPLE SETUP AND CONFIGURATION: The Wowza Streaming Cloud service makes it easy for Terra to manage many different test and active streams simultaneously, and to set up edge servers close to the venue to keep latency low. Additionally, Beechwood says, “The Wowza Streaming Cloud interface allows us to easily configure data rates, set stream targets, open or close the stream gateway, change poster frames, and a lot more.”

EASY REMOTE ADMINISTRATION: “Having all of the controls for adjusting the distribution parameters in Wowza’s cloud service **allows us to administer streams onsite, in transit, or from our office**,” Beechwood explains.

IMPROVED EFFICIENCY: Previously Terra created various bitrate renditions manually with Flash Media Server, but uploading each rendition to the streaming server created a bandwidth bottleneck. Transcoding directly in Wowza Streaming Engine or Wowza Streaming Cloud vastly simplifies administration duties and saves time and money.



“Wowza is a great solution for streaming. It starts out simple to use, yet it can be deeply customized to meet the needs of the most demanding technical users.”

—TerraMediaHD.com

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