



// SOLUTION BRIEF //

WOWZA STREAMING ENGINE: BUILD, DEPLOY, AND MANAGE HIGH-QUALITY LIVE AND ON-DEMAND STREAMING WORKFLOWS

Switching to Wowza allowed us to significantly increase our number of webcasts. We don't have to worry about the number of connections or viewers. We're confident the infrastructure will support the load.

– Marek Domaracky, webcast manager at CERN

As consumers' appetite for high-quality streaming video grows, so do the demands on streaming content providers. Today's viewers expect an engaging, broadcast-like experience no matter where or when they're streaming video — and they're streaming day and night, around the world, on all kinds of devices, with different Internet connections, from Internet-enabled TVs to computers to tablets to smartphones.

For organizations that provide content, that means supporting an ever-increasing number of protocols, formats, and playback devices. Video streams must adapt to changing network conditions, while minimizing storage requirements, and maximizing performance of existing hardware, among other technical challenges — all while keeping costs in check.

Wowza Streaming Engine™, by Wowza® Media Systems, addresses these challenges, by providing robust, customizable, and scalable server software that powers reliable streaming of high-quality video and audio to any device, anywhere. With the Wowza Streaming Engine, you can build video and audio applications and services that deliver engaging streaming for live events, news, surveillance, training, and on-demand videos. With Wowza Streaming Engine Manager, you can conveniently set up, manage, monitor, and measure streams from a computer, tablet, or phone browser. And whether deployed in the cloud or on-site, you can leverage its powerful components and APIs to tailor streaming workflows with security and confidence.



To learn more about Wowza Streaming Engine, visit www.wowza.com.

WOWZA STREAMING ENGINE BENEFITS

Any Media to Any Device Anywhere—Simplified

Wowza Streaming Engine accepts any video format and reliably delivers it in multiple formats and with the highest possible quality to any connected device, anywhere. Platform-agnostic, multiformat, and multiscreen, Wowza Streaming Engine also offers a browser-based manager that lets you configure and stream broadcasts with confidence, convenience, and ease.

Flexibility and Control

Every organization has different needs and requirements, which makes one-size-fits-all streaming solutions too limiting. Wowza Streaming Engine, however, provides flexibility and control to suit your unique needs. Dedicated, customizable, and extensible, Wowza Streaming Engine software integrates with other systems and third-party solutions. Leverage the software's powerful components and APIs to build and customize solutions that support your evolving streaming needs.

“ In order to manage the fluctuations in both viewership and events, we needed server software that was both scalable and flexible.

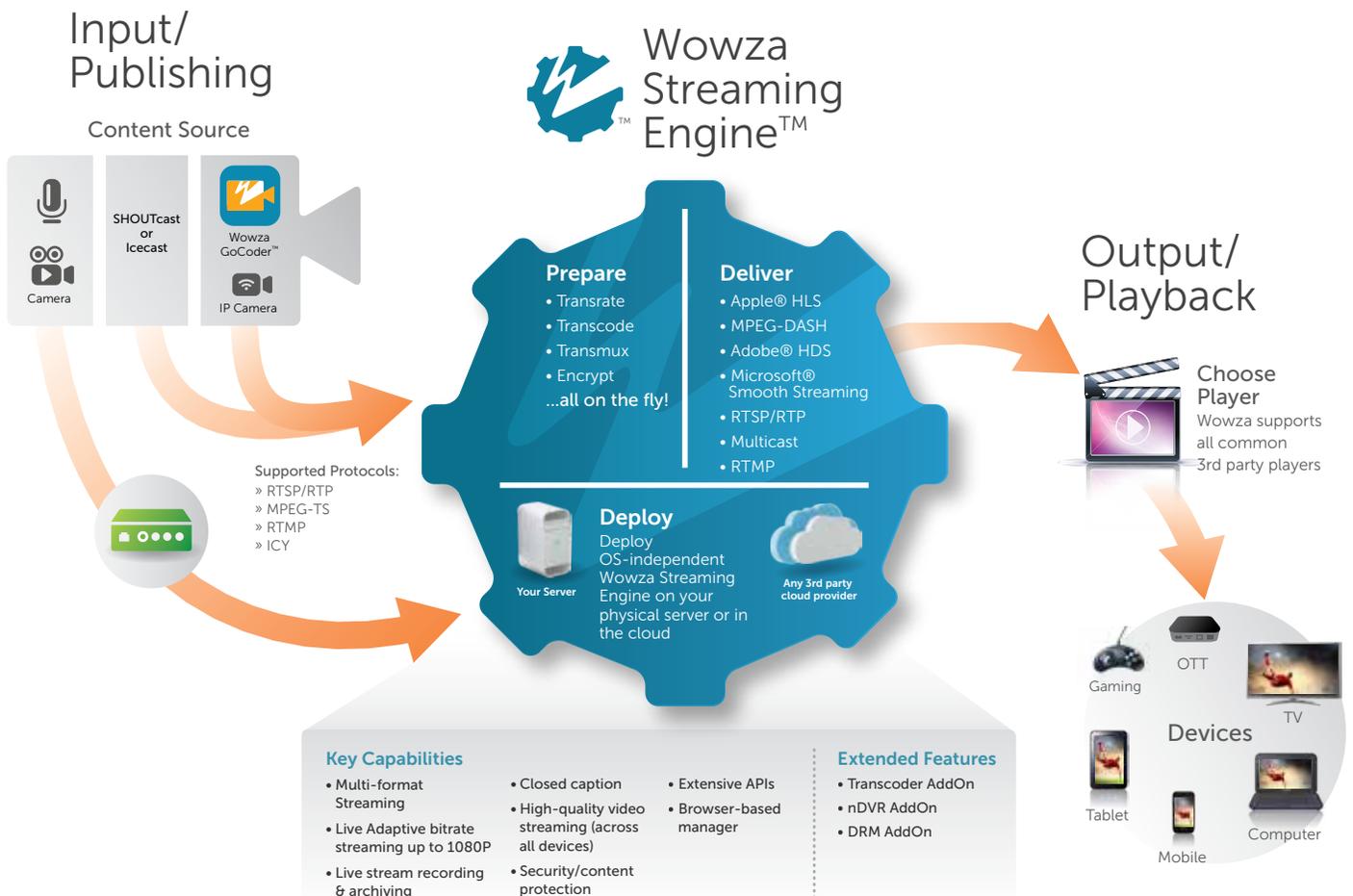
We found that in Wowza.”

— Larry Cotter, CEO and co-founder of High School Cube

Viewer Experiences

Wowza Streaming Engine provides tools to enhance your audience's video and audio streaming delivery experience and maximize reach and engagement. Viewers can enjoy TV-like features while enjoying the best possible quality playback on any device. »

VIDEO STREAMING WORKFLOW FOR LIVE





High Performance and Scalability

Wowza Streaming Engine is powerful multi-threaded software that delivers live and on-demand streaming from standard on-site hardware or through the cloud. Scale out live and on-demand streaming across large regions and audiences, push live streams to content delivery networks, and dynamically balance connection loads among multiple Wowza Streaming Engine instances.

Multiple Levels of Content Security

Wowza Streaming Engine offers a wide variety of security options to ensure that streams, networks, and audio and video assets are protected. Choices range from standard support for Flash RTMP encrypted streams and HLS AES-128 protection to studio-approved Digital Rights Management.

KEY FEATURES

Deliver Live and On-Demand H.264 Everywhere

Deliver live video and audio streams to any player, any device, over any protocol supported by Wowza software, simultaneously, from a single set of source live streams. And use the optional Wowza Transcoder AddOn to even transform non-H.264 live content to adaptive bitrate streams for any screen.

Use Any H.264 Encoder, IP Camera, or Wowza GoCoder App

Choose from the broadest range of encoders — from free software RTMP encoders to broadcast-grade MPEG-TS hardware — so you can use the best encoding solution for your needs, or repurpose existing encoders. You can stream from H.264 IP cameras directly to Wowza Streaming Engine, bypassing the need for an encoder altogether: the server will rebroadcast streams to viewers on computers, mobile devices, and IPTV/OTT set-top boxes. Or use the Wowza® GoCoder app to capture, encode, and stream live content directly from an iOS or Android device.

Stream Live Adaptive Bitrate Content Up to 1080p

Wowza software makes adaptive streaming simpler and cost effective by detecting a viewer's bandwidth and CPU capacity in real time and adjusting the quality of a video stream accordingly.

Wowza Streaming Engine encodes a single source video at multiple bit rates, so the client player can switch between streaming the different encodings depending on available resources. The result is minimal buffering, fast start time, and high-quality viewing on any device across a wide range of Internet connections.

Create Premium Viewing Experiences

With Wowza Streaming Engine and the optional Wowza nDVR AddOn, you can deliver DVR-like experiences to viewers on any device. And take advantage of Wowza Streaming Engine's rich set of APIs to extend the Wowza nDVR AddOn to create premium catch-up TV services. The network-based functionality removes the recording requirement from the viewer's hardware and places it on the media server, so viewers can pause, rewind, and fast-forward live broadcasts.

Record and Archive Live Streams

Wowza software makes it easy to record a live stream to a file available for later on-demand playback. With this versatile capability you can record an entire live webcast into a single file, segment it into multiple files for chapter replay, or start and stop recording at predetermined points for partial archiving.