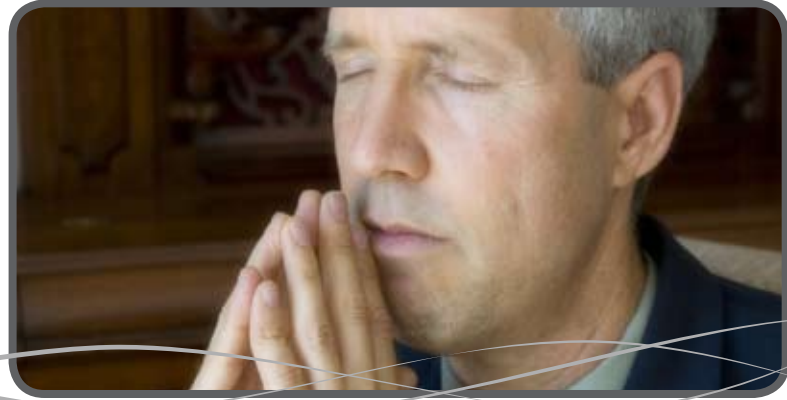


## Christian Media Ministry Able to Cost-Effectively Deliver Unlimited Content to Millions of Users with Wowza Media Server™ Pro



**Overview** White Horse Media offers through its website all of the content it delivers via television and radio broadcasts, as well as printed materials, to an audience of millions. Wowza Media Systems' Wowza Media Server Pro, a powerful and extensible pure Java alternative to Adobe® Flash® Media Server, makes it possible for the company to post all of its content on its own Linux servers and make it accessible to an unlimited number of users – any time of the day or night. There is no limit on content or simultaneous users.

**Challenge** White Horse Media needed to deploy its own streaming media solution because it was limited in how many files it could present to its customers with the service provider it had been using. The solution had to run smoothly on Linux servers and offer support for unlimited bandwidth and users, in order to reach the company's millions of users and new visitors.

**Solution** White Horse Media chose Flash streaming with Wowza Media Server Pro Unlimited over Adobe Flash Media Server (FMS2) and Red5 open source Flash server. Wowza Media Server Pro offered cost-effectiveness, reliability, and stability.

### Benefits

- White Horse Media is not limited to a maximum number of users—license is unlimited.
- Wowza Media Server doesn't crash White Horse Media's website or servers like the other solutions the organization tested.
- Multi-platform support allows White Horse Media to run it on Linux servers and deliver Flash to all of its users regardless of the operating system they're using.
- White Horse Media can easily enrich its offerings with additional capabilities, such as live streaming and recording.

White Horse Media, a Christian media ministry based in Fresno, California, is directed by author, radio host, and national seminar speaker Steve Wohlberg. The organization produces printed materials and broadcasts for its audience, which consists of millions. Its audience is able to see its productions on two major TV networks (Three Angels Broadcasting Network or 3ABN, and FaithTV, the largest channel on the Sky Angel Network) and listen to its audio programs on radio stations across the country. These resources are also streamed on-demand on the White Horse Media web site, [www.whitehorsemedia.com](http://www.whitehorsemedia.com).

### In Need of More Cost-Effective Streaming Capacity

In 2006, White Horse Media was using a Christian ministry service provider to post its streaming video content. However, this limited White Horse Media to 13 archives of video programs. Aaron Roberson, White Horse Media's Webmaster, decided to look at Flash media servers it could purchase and run on its own hardware, which would not limit the company in terms of streaming content offerings.

"The outsourced Flash service we were previously using was costly and ineffective since we couldn't post unlimited content," said Roberson. "With all the programs we can offer our customers, we needed to bring Flash delivery in-house."

### Thoroughly Researching Options

Roberson is active in various Flash discussion groups, including the FlashCom Mailing List for Adobe Flash Communication Server 1.5 and Flash Media Server. It was a natural progression that he would bring Adobe into the company for a test run.

"We had Adobe Flash Media Server running on our Linux servers for a while, but it crashed them so many times and took our website down, I knew we had to look at alternatives," said Roberson.

That's when he posted messages to the Flash Communication Server lists asking for input on other Flash streaming alternatives from other developers and users. Through these inquiries, he heard about two more options: Red5, an open source Flash server; and Wowza Media Systems with its Wowza Media Server Pro.

*"The cost for our previous [Flash delivery] service for a year cost more than the entire Wowza Media Server Pro solution, and with Wowza, the sky's the limit."*

*—Aaron Roberson, Webmaster,  
White Horse Media*

## The Decision is Clear

"We looked closely at Red5 and Wowza, but Red5 had a problem where after 12 concurrent connections, the server shuts down, which was obviously going to be a problem for us," said Roberson. "That's when I signed us up for Wowza's beta program and began testing Wowza Media Server. I provided Wowza with input, but I was generally impressed with the product. We deployed the publicly available version of Wowza Pro Unlimited in February 2007 and we haven't had any problems since."

## Limitations Removed, Expectations Met

### Economical Solution Provides Limitless Streaming Capacity

Wowza Media Server Pro is a RTMP Flash streaming platform that supports a wide range of interactive and multimedia applications, including video-on-demand capability White Horse Media needed for its website. Now that Flash is delivered directly from White Horse Media servers, rather than hosted through an outside provider, the company is no longer limited to a dozen or so programs.

"The cost for our previous service for a year was much more than the price of the entire Wowza Media Server Pro solution, and with Wowza, the sky's the limit," said Roberson. White Horse Media's top priorities were met with Wowza: cost-effectiveness, stability, and unlimited content support.

"With Wowza Media Server Pro, we're saving money while providing more resources to our customers," said Roberson. "We're basically unrestricted with our Wowza unlimited license. And there's no difference between Adobe and Wowza concerning the quality of the streaming content. Wowza Media Server provides a crystal-clear picture and streams very well. The best thing is that it runs on our Linux servers without crashing like some of the other systems we've tried."

## Enriching its Offering

White Horse Media is primarily offering pre-recorded video through its site, but the company is planning on doing live streaming of church services and seminars given at various venues. Wowza Media Server Pro will make this possible.

"Steve Wohlberg, our speaker and director, gives seminars and messages at various churches to which he's invited," said Roberson. "We plan on broadcasting those seminars live onto the web. With Wowza Media Server, thousands of people could view it at the same time, so we're expanding our reach tremendously."

*"Wowza Media Server has given us the control over Flash streaming that we require for our business objectives. It allows us to provide our customers with additional resources that we wouldn't otherwise be able to make available. And I know it's accessible to 98% of people browsing the Internet because it makes use of Flash."*

*—Aaron Roberson, Webmaster,  
White Horse Media*

With Wowza Media Server, White Horse Media can record each of its live events, allowing other individuals to listen to a seminar or service after the event has concluded. There are no longer restraints on people in terms of time. If someone cannot watch the streaming video live, it will be available to them after it's happened because White Horse Media will post the content to its website for customers to view at their own leisure and availability.

"Wowza Media Server has given us the control over Flash streaming that we require for our business objectives," said Roberson. "It allows us to provide our customers with additional resources that we wouldn't otherwise be able to make available. And I know it's accessible to 98% of people browsing the Internet because it makes use of Flash."

## Exceptional Service and Support

Roberson appreciates the support he's received from Wowza Media Systems, as well as the responsiveness to his forum board postings.

"I can post a message to Wowza's forum board and be assured that I'll get a response within 24 hours," said Roberson. "In fact, during beta testing, I got emails from Wowza employees on weekends, and I've received many calls at home to make sure things were running smoothly for us. That's not always the case with vendors."

As it turns out, things have indeed been running smoothly for White Horse Media since Wowza Media Server was deployed. "While I appreciate the responsiveness of Wowza representatives, I've yet to need their help on anything since we went live," said Roberson. "I haven't had any reason to contact them for anything because it's just been working."

## The Right Answer

White Horse Media is happy with its decision to go with Wowza Media Systems for its Flash streaming needs. Roberson cites another reason it was the best solution: “Besides the way it supports our business-critical applications, Wowza Media Server also doesn’t have a big foot print like the other solutions—it doesn’t require a lot of server resources, and that’s crucial,” said Roberson. “It runs smoothly without consuming a lot of memory or processors so it’s not degrading anything else. The fact that it’s built on top of Java opens it up for extending it so that the sky is truly the limit. We can do just about anything with Wowza. That is definitely good for our business, both now and in the future.”

*“While I appreciate the responsiveness of Wowza representatives, I’ve yet to need their help on anything since we went live [with Media Server Pro]. I haven’t had any reason to contact them for anything because it’s just been working.”*

*—Aaron Roberson, Webmaster,  
White Horse Media*



Fig. 1 | White Horse Media Web Site Streams Flash Video



[www.wowzamedia.com](http://www.wowzamedia.com)

5655 Silver Creek Valley Rd, #435 | San Jose, CA 95138 | phone: 866.772.8737 | fax: 408.904.5396

© 2007 Wowza Media Systems. All rights reserved. Wowza and related logos are trademarks of Wowza Media Systems. Adobe and Flash are registered trademarks of Adobe Systems Incorporated. All other trademarks are the property of their respective owners.

CS-00002 03/07