



SermonAudio Provides Cost-Effective Streaming For Thousands of Christian Organizations With Wowza® Media Server

Overview

SermonAudio is a privately owned company that serves fundamental, Bible-believing Christian churches. Operating out of South Carolina, SermonAudio's product is archiving and making available sermons, worship services and related programming for parishioners and other viewers. With more than 500,000 free sermons for streaming or downloading, SermonAudio maintains the largest library of conservative Christian sermons on the Web. Visitors and listeners live throughout the U.S. and in more than 180 other countries around the world.

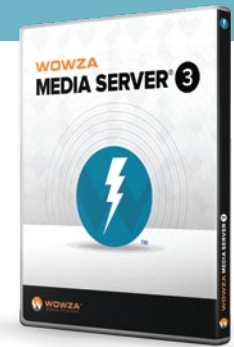
Their client base includes 1,600 Christian organizations of all sizes, many of them small local churches. All of them want to broadcast their message to as many viewers as possible while keeping costs reasonable.

"We provide a service that caters to ministries, and they can't afford expensive solutions," said SermonAudio President Steven Lee. "We keep the price of our top-tier service at only \$30 a month, in order to always remain mindful of our costs."

As the name implies, SermonAudio originally provided audio podcasts and audio feeds. Today, however, the increased availability of bandwidth-saving technologies and high-speed connectivity has enabled them to also offer their clients video streaming.

SermonAudio started their video streaming venture with Windows Media® Services. Soon, they decided to provide support for Apple® iOS devices like the iPhone® and iPad® and ran into a number of challenges.

sermonaudio.com
"faith cometh by hearing"



“ We are so thrilled with this technology that we call it ‘the silver bullet of Wowza’ because it solved so many problems for us. It not only does everything we need, it does it economically. ”

— Steven Lee, President, SermonAudio

Challenges

- Mitigating the high cost of encoders that generate content for streaming in an iOS-compatible format.
- Acquiring additional dedicated storage infrastructure required to store video and audio content solely for iOS device consumption.
- Finding the most efficient solution for the increased amount of staff time necessary for writing customized code to track and correlate the additional iOS content for accurate billing.

Wowza Solutions

- Unified software eliminates the costs associated with buying and maintaining specialized, client-specific encoders as well as discrete, content-specific storage platforms.
- Sermons and broadcasts uploaded to SermonAudio are made available not only on PCs but also to multiple other devices such as iPhone, iPad, Android™ and Blackberry™ smart phones, and Roku® set-top players.
- Minimizes the need for additional dedicated storage infrastructure to provide for their iOS device venture.

Benefits of Wowza Media Server

- Allows SermonAudio to keep costs and fees down while enabling them to extend the online reach of its client churches.
- Open application programming interface (API) empowered SermonAudio's programmers to add service automation features to its website enabling churches to upload video to SermonAudio and then control and monitor settings for their own webcasts.
- Support for Roku set-top boxes brings services to elderly worshippers and shut-ins gathered around a television set with live and on-demand options.
- Offers per-session logging for all streams, regardless of user device, making it simple and straightforward to correlate billable traffic with customer accounts.
- Provides comprehensive technical support to help during the implementation process.



31207 Keats Way, Suite 102 | Evergreen, CO 80439
toll free: 888.778.7997 | direct: 720.222.4744 | fax: 408.904.5396 | www.wowza.com