



# CASE STUDY: BehaviorLive

## How BehaviorLive Seamlessly Migrated High-Performance Streams in Under 4 Weeks

### OVER 2,500 HD LIVE & ON DEMAND VIDEO CLASSES BUILT ON WOWZA'S FLEXIBLE API

**Delivering continuing education credits (CEUs) to thousands of professionals in behavioral health is a mission that demands more than basic streaming.**

These events must be reliable, secure, and seamless, because if that fails, the CEU does too. That's the problem BehaviorLive set out to solve when they launched their platform, and it became even more urgent when their original streaming provider, Azure Media Services, was sunset. They required a trusted partner that could deliver scalable, professional-grade video infrastructure without forcing them to rebuild from scratch.



#### RELIABILITY

Essential for CEU delivery, Wowza ensures flawless, uninterrupted streams for both live and on-demand events.

#### FLEXIBILITY & EXTENSIBILITY

With robust APIs, BehaviorLive customizes workflows and maintains full control over the user experience today and in the future.

#### SCALABILITY

BehaviorLive is able to stream flawlessly to small groups of on-demand viewers or many thousands at its multi-day hybrid conferences.

## GOALS

- Implement a turnkey video platform to replace Azure Media Services for live and on-demand streaming
- Solid reliability and professional-grade streaming to meet CEU accreditation requirements
- Managed video SaaS platform with player SDKs for the highest quality experience
- Extensible platform to support the future development of BehaviorLive

## RESULTS

- Seamless migration from Azure in under 4 weeks
- Secure, API-driven streaming with full control of transcoders and streaming endpoints
- High-quality, scalable streams for its library of 2,500+ classes
- Full control of BehaviorLive's UX without sacrificing backend performance by using Wowza Video and FlowPlayer
- Wowza API integration with Microsoft Azure speech-to-text for automated live event caption/translation



## THE STORY

BehaviorLive was founded with a clear vision: to become the go-to platform for CEU delivery in the behavioral health space. CEO Chris Kookan saw a gap in the industry; professionals needed accredited, high-quality continuing education, but providers lacked a centralized, modern way to host and stream that content at scale.

Initially launched as a marketplace for CEU content, the platform evolved quickly when COVID-19 hit. As conferences were canceled and providers scrambled to deliver sessions virtually, BehaviorLive stepped in with a powerful hybrid event solution. They enabled virtual attendance, live-streamed presentations, on-demand video, and CEU tracking—all from one platform. The result: a flood of adoption from conference organizers and educational institutions alike.

Streaming quality and uptime were table stakes. To successfully earn CEUs online, students depend on proof of attendance and clean delivery, so buffering, downtime, or access issues could cost participants their credits and training providers their trust. The original platform relied on Azure Media Services (AMS) for streaming, but that changed when Microsoft announced AMS's retirement.

BehaviorLive needed a replacement, fast. Building its own streaming infrastructure would be too costly and time-consuming. **After reviewing alternatives, they chose Wowza Video for its robust APIs, proven scalability, and clear migration path.** With Wowza's support and migration guidance, BehaviorLive transitioned its setup configurations/API workflows seamlessly in under a month, avoiding any disruption for its customers.

Now fully integrated with Wowza Video, BehaviorLive uses RTMP ingest and adaptive bitrate delivery for both live and on-demand content via the Wowza CDN (content delivery network). They've maintained full control over their front-end UX while letting Wowza handle the heavy lifting on the backend. Wowza's powerful APIs enable BehaviorLive to take full control of building, starting, and stopping the entire live stream workflow. BehaviorLive is able to automate encoding, storage, and playback while ensuring sessions are delivered securely and professionally, whether it's a 30-minute evening webinar or a multi-day hybrid conference with thousands of attendees.

As hybrid events become a lasting part of the professional learning landscape, **BehaviorLive continues to innovate with confidence, knowing they have a video platform that's flexible, secure, and ready to scale with them.**



**"WITH WOWZA, WE DIDN'T HAVE TO REBUILD THE WHEEL.** THEIR INFRASTRUCTURE GAVE US EXACTLY WHAT WE NEEDED TO STREAM PROFESSIONALLY AND SECURELY, WITHOUT SLOWING DOWN DEVELOPMENT OR IMPACTING OUR CUSTOMERS."

**CHRIS KOOKEN, BEHAVIORLIVE CEO**

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