WOWZA

CASE STUDY: Quadrant 2

How Quadrant 2 Built Jotto, an AI-Powered Audience Intelligence Platform Using Wowza Stream Recorders

INCREASED RESPONSE RATES BY INTEGRATING WOWZA TO STREAMLINE FEEDBACK CAPTURE

Traditional feedback methods often limit stakeholder engagement and insights. Quadrant 2 solved this issue by creating Jotto, powered by Wowza Stream Recorders, to easily capture real-time video, voice, and text feedback.

Jotto's AI quickly analyzes this feedback, turning it into clear, actionable insights with sentiment analysis and easy-to-understand visualizations. Organizations receive reports faster, enabling them to swiftly act on stakeholder concerns and opportunities. This streamlined process helps stakeholders feel heard and enhances overall engagement.


CLOUD SCALABILITY

Provided reliable and scalable cloud infrastructure, enabling quick implementation and easy growth.

FLEXIBLE INTEGRATION

Customizable Stream Recorders seamlessly integrated with Jotto's AI engine, supporting diverse feedback capture methods.

ROBUST PERFORMANCE

Wowza ensured reliable real-time streaming and recording, crucial for uninterrupted feedback collection and analysis.
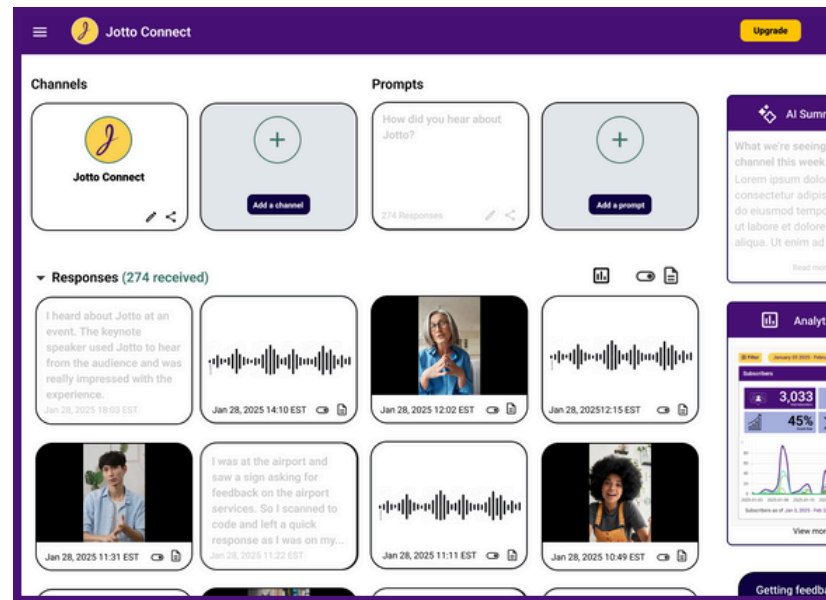
GOALS

- Boost stakeholder participation and feedback by using mobile technology to minimize communication barriers
- Leverage AI workflows to accelerate insights and sentiment contained in unstructured feedback data (video, voice and text)
- Design the Jotto audience intelligence platform to meet the needs of diverse organizations and stakeholders

RESULTS

- Jotto audience intelligence platform drove a 50-60% increase in responses
- AI-generated reports with visualizations and sentiment analysis, highlighting key trends and recommendations
- Deepened fan engagement across various channels and increased revenue across engagement (merchandise and ticket sales, paid advertising campaigns, and marketing partnerships

THE STORY

The year 2000 marked the dawn of "citizen journalism," igniting a powerful grassroots movement across the United States. At the forefront of this shift was Quadrant 2, a pioneer in developing citizen advocacy applications. Recognizing the potential of mobile video for social justice, Quadrant 2 created the "Mobile Justice" app for the ACLU (American Civil Liberties Union). This groundbreaking app empowered citizens to document law enforcement encounters in real time and securely upload evidence for legal and public review, all powered by Wowza Streaming Engine.

Building on 15 years of app innovation and a deep understanding of community engagement, Quadrant 2 launched Jotto, an AI-powered audience intelligence platform with Wowza Streaming Engine at its core. Jotto is designed to capture community voices and generate actionable intelligence for advocacy, policy, and fan engagement. The platform brings together the technical foundation built with Mobile Justice and new advances in AI and cloud-based workflows.

Jotto uses Wowza Stream Recorders to enable real-time, first-person documentation through video, voice, and text. This content is securely recorded and funneled into Jotto's proprietary AI engine, which analyzes sentiment, trends, and recurring themes. From there, the platform generates clear, visual reports that help decision-makers understand their audiences and take informed action. Jotto delivers both qualitative and quantitative data, reducing the time and effort typically required to process unstructured feedback.

Organizations across a wide range of sectors rely on Jotto to strengthen community connection and drive more inclusive, responsive programs. The demand for enhanced community engagement is particularly high in sectors like local government, policymaking, political campaigns, business improvement initiatives, and city program pilot initiatives. In the private sector, Jotto has achieved success in developing dynamic fan engagement strategies. Sports tournament organizations, for instance, are actively seeking Jotto's real-time feedback capabilities to drive fan participation and marketing activations.

With Wowza's flexible and scalable media infrastructure, Quadrant 2 built a platform that is both technically robust and easy to implement. The Stream Recorders allow Jotto to operate with consistency and efficiency, whether deployed in mobile environments or high-demand live settings. The result is a seamless feedback capture process that eliminates friction for users and delivers value quickly to organizations.

By combining Wowza's reliable recording technology with their own expertise in advocacy and engagement, the team at Quadrant 2 has created a solution that empowers people to be heard and organizations to act. Jotto stands as a model for how modern technology can support authentic connection and measurable impact.

> **INTEGRATING WOWZA GIVES JOTTO THE SUPER POWER TO SIMULTANEOUSLY LIVE STREAM TO THE CLOUD AND RECORD LOCALLY.** WE COMBINE THIS WITH WELL-DESIGNED USER INTERFACES AND OUR PROPRIETARY AI ENGINE FOR SMARTER ENGAGEMENT AND ACTIONABLE OUTCOMES FOR OUR CLIENTS."
>
> **JASON VAN ANDEN, CEO AT QUADRANT 2**

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