

CASE STUDY

How AthletesGoLive
Scales High-Quality
Sports Streaming
Nationwide with
Wowza



CASE STUDY: AthletesGoLive

How AthletesGoLive Scales High-Quality Sports Streaming Nationwide with Wowza

STREAMING 2.5 MILLION GAMES FOR 15,000 TEAMS WITH RELIABLE, LOW-LATENCY VIDEO

AthletesGoLive is transforming the way athletes, families, and recruiters experience amateur sports. By offering elite live streaming, scoring, and advanced performance analytics, the platform empowers athletes to showcase their skills while keeping fans connected anywhere.

As demand grew, AthletesGoLive needed a solution to deliver reliable, high-quality video from hundreds of fields—many in rural areas with limited bandwidth. By partnering with Wowza, AthletesGoLive scaled to support hundreds of simultaneous streams without sacrificing quality or increasing latency, creating a professional viewing experience for millions of fans and scouts nationwide.



SCALABILITY

Wowza enabled AthletesGoLive to handle hundreds of concurrent streams from multiple venues without downtime.

LOW LATENCY

Delivering near-real-time video ensures every pitch and play is captured without delay.

CUSTOMIZATION

Wowza's flexible APIs allowed seamless integration and automated workflows, reducing operational overhead.

GOALS

- Deliver high-quality video from rural and urban venues with varying network conditions.
- Scale the platform to support hundreds of concurrent streams during major events.
- Minimize latency for sports where every second matters, like baseball and softball.
- Build a seamless, automated workflow that reduces manual effort and accelerates setup.

RESULTS

- Supported 2.5 million streamed games for athletes and fans worldwide.
- Scaled reliably to serve 15,000 teams and numerous event partners.
- Consistently delivered high-resolution, low-latency video, enhancing the viewer experience.
- Simplified streaming operations with integrated automation and robust APIs.



THE STORY

AthletesGoLive is on a mission to revolutionize amateur sports streaming by giving athletes, families, and recruiters more than just a live video feed. Their all-in-one platform delivers elite live streaming and real-time scoring while capturing detailed statistics and highlights that athletes can use to advance their careers. For families and fans, AthletesGoLive creates a connected experience, allowing them to follow every pitch, swing, and score from anywhere in the world.

From day one, high-quality, low-latency video has been central to the platform's value. Baseball and softball, AthletesGoLive's primary sports, demand clarity and speed in streaming to keep pace with constant action. Parents expect a professional-quality broadcast, and recruiters need real-time access to footage for evaluating talent. This made streaming reliability and latency performance critical for user satisfaction and recruiting success stories.

Scaling that experience nationwide isn't without its challenges. Many fields are in areas with inconsistent bandwidth, creating obstacles for delivering high-definition video. As AthletesGoLive partnered with major event organizers and served an expanding user base, **they needed an infrastructure that could handle hundreds of concurrent live streams across multiple venues without sacrificing video quality, increasing latency, or requiring additional operational overhead.**

AthletesGoLive chose Wowza to power its streaming backbone for one simple reason: performance at scale. Wowza's robust, low-latency streaming engine, combined with support for RTMP and HLS protocols, provided the flexibility needed to deliver broadcast-quality experiences under varying conditions.

Leveraging Wowza's APIs, the AthletesGoLive team automated stream target creation and management, reducing manual intervention and accelerating event setup. Customization options allowed them to fine-tune settings for adaptive bitrate streaming and optimize video delivery for users on limited bandwidth.

The impact has been transformative. With Wowza at the core of its architecture, AthletesGoLive has streamed over 2.5 million games for more than 15,000 teams, supporting major events without disruptions. Latency issues have been minimized, video quality has improved dramatically, and the platform now offers both live and VOD capabilities to give fans and recruiters more ways to engage. **By partnering with Wowza, AthletesGoLive has achieved the scalability, reliability, and quality required to lead in the competitive world of sports streaming.**



"WOWZA'S **SCALABILITY AND RELIABILITY** ALLOWS US TO STREAM HUNDREDS OF GAMES AT ONCE WITHOUT SACRIFICING QUALITY AND THAT IS EVERYTHING."

ANDREW RUTTER, LEAD ARCHITECT AT ATHLETESGOLIVE

FIND OUT HOW OTHERS ARE UNLOCKING THE VALUE OF VIDEO

WOWZA.COM