CASE STUDY: JFM

How JFM Brings Local Sports to Life at Scale with Flowplayer

GROWING FROM 1,000 TO 4,000+ LIVE GAMES ANNUALLY, WITHOUT INCREASING MANUAL HEADCOUNT

JFM, Denmark's second-largest media company, set out to revitalize local journalism by integrating live sports into their digital news subscriptions. Their goal was to attract younger audiences, strengthen community engagement, and boost subscriber growth, all while keeping production efficient and scalable.

To make it happen, JFM needed a reliable streaming solution that could support thousands of matches each year with minimal manual effort. That's where Wowza came in.

EFFICIENCY

Simplified operations by using Wowza's flexible setup, combining fixed live sources (with fixed stream keys) and live events.

RELIABILITY

Delivered consistent, error-free streaming across hundreds of venues.

SCALABILITY

Enabled JFM to stream thousands of matches annually without adding manual resources.

GOALS

- Drive subscriber growth, especially among young audiences
- Expand digital offerings by integrating live local sports into news subscriptions
- Streamline operations across thousands of events with minimal manual effort
- Ensure reliable, high-quality streaming to maintain viewer trust and engagement

RESULTS

- Scaled to 1,000+ live matches per year, with plans to reach 4,000+ live matches
- Maintained a consistent, hands-off workflow using fixed stream keys
- Improved streaming reliability with fewer setup errors and fewer failures
- Reduced operational overhead, enabling growth without increasing headcount

© 2025 Wowza Media Systems™, LLC. All rights reserved. "Wowza" and other identified trademarks are either registered or claimed trademarks of Wowza Media Systems, LLC; visit wowza.com/legal/trademarks for more information. Third-party trademarks are property of their respective owners; their use does not imply endorsement of Wowza products or services by the trademark owner.

WOWZA

THE STORY

As Denmark's second-largest media company, JFM has a bold mission: to keep local journalism alive and thriving in an increasingly digital world. With a robust portfolio of regional newspapers and digital platforms, JFM has long been a trusted source of news for communities across the country. But in an era of shrinking print readership and shifting audience habits, the company knew it needed to innovate to stay relevant, especially with younger subscribers.

JFM's solution was both strategic and community-driven: integrate live coverage of local sports into their digital news subscriptions. The idea was inspired by Amedia in Norway, and JFM saw an opportunity to bring the same model to Denmark. They wanted to connect fans with their hometown teams while driving meaningful subscription growth. But executing this vision meant taking on a massive technical challenge. **Delivering more than 1,000 live games annually from small-town stadiums, gyms, and arenas would require a streaming infrastructure that was highly scalable, cost-effective, and practically hands-off.**

To tackle this, JFM partnered with Sportway to install AI-powered cameras across dozens of venues. These cameras provide automated ball tracking and eliminate the need for traditional on-site production crews. For an added layer of polish, JFM enhances broadcasts with graphic overlays powered by Remix software, and select matches feature multi-camera setups and live commentary.

The heart of their success lies in their Flowplayer integration powered by Wowza Streaming Engine. **JFM leverages Wowza's fixed live source architecture to assign persistent stream keys and URLs to each venue.** That means whenever a team plays at home, the stream automatically goes live using the same credentials with no human coordination required. Compared to other platforms that require a new stream key for every event, Wowza eliminates thousands of manual touchpoints each year. This consistency accelerates setup, reduces operational risk, and ensures that every live stream just works. According to JFM's Development Editor, Silas Fly Bang, "With other players, every match generates a new stream key, and you have to send it to whoever is handling the stream that day."

Today, JFM's sports streaming initiative is a major growth engine. They're currently scaling from 1,000+ toward 4,000+ live events, all without expanding manual headcount. **And with a centralized control room in development, they'll soon be able to monitor up to 60 matches simultaneously.** For JFM, Wowza's technology isn't just enabling live sports, it's powering a new era of local journalism.

> THERE'S NO WAY WE COULD KEEP UP WITHOUT **FLOWPLAYER'S FIXED SOURCE SETUP**. IT'S NOT JUST CONVENIENT, IT'S THE ONLY REASON THIS MODEL WORKS AT SCALE."
>
> **SILAS FLY BANG, DEVELOPMENT EDITOR, JFM**

FIND OUT HOW OTHERS ARE UNLOCKING THE VALUE OF VIDEO

WOWZA.COM

© 2025 Wowza Media Systems™, LLC. All rights reserved. "Wowza" and other identified trademarks are either registered or claimed trademarks of Wowza Media Systems, LLC; visit wowza.com/legal/trademarks for more information. Third-party trademarks are property of their respective owners; their use does not imply endorsement of Wowza products or services by the trademark owner.