# WOWZA

CASE STUDY: WSC Sports

How WSC Sports Scales Flexible, Fast, and AI-Driven Sports Video Content

398,000+ LIVE STREAMS INGESTED AND AUTOMATED INTO REAL-TIME SPORTS HIGHLIGHTS

With customers like the NBA, ESPN, and the PGA Tour, WSC Sports needed a scalable, reliable ingest solution that integrated directly into their Azure-based environment.

Wowza Streaming Engine delivered the flexibility and performance to support WSC Sports's rapid growth and real-time content automation, feeding their AI-driven sports highlight engine and ensuring fans receive tailored content on every platform they engage with their teams.
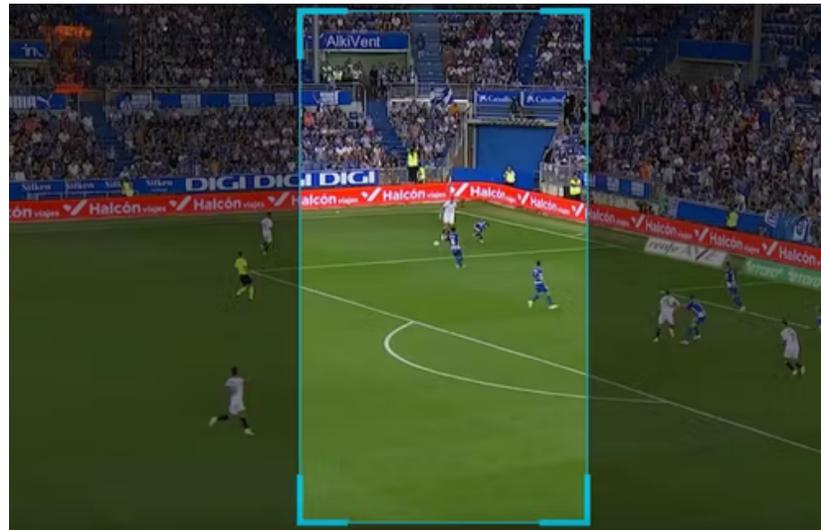
SCALABILITY
Ingests hundreds of streams at once using Azure-based, on-demand infrastructure.

FLEXIBILITY
Dynamic endpoints and Java plugins integrate seamlessly into cloud workflows.

EFFICIENCY
Direct-to-cloud output streamlines performance and reduces cloud egress cost.

GOALS

- Automate a robust IaC (infrastructure as Code) platform to support hundreds of simultaneous streams
- Build a stream ingest layer for AI-powered sports highlight reels for social and fan apps
- Dynamically support RTMP and SRT stream inputs across global locations
- Reduce latency and egress bandwidth usage via direct-to-cloud integrations

RESULTS

- Successfully processed 398,405 unique streams from over 500 clients
- Delivered more than 950,000 hours of footage for AI analysis and automation
- Integrated Wowza with Azure and Terraform for seamless, on-demand scalability
- Reduced ingest complexity while increasing support for various stream protocols

THE STORY

WSC Sports is redefining the way fans engage with sports content through cutting-edge AI automation. With a mission to deliver personalized highlights to any fan, anywhere, the company supports more than 500 clients worldwide, including major sports leagues like the NBA, PGA Tour, and NHL. Their platform uses AI to analyze raw footage in real time, index relevant moments, using video and audio cues, to automatically generate highlight clips and metadata that are published across digital channels within seconds.

At the core of this ambitious workflow is the need to reliably ingest thousands of simultaneous video streams from live sports events around the globe. These streams serve as the raw material for WSC Sports's content engine, and **the company needed a streaming solution that could handle a high volume of real-time data, offer dynamic ingest capabilities, and integrate seamlessly into a complex, automated infrastructure. That's where Wowza Streaming Engine came in.**

Deployed across dozens of Azure regions using infrastructure-as-code (Terraform), Wowza Streaming Engine gives WSC Sports the power to spin up new ingest servers on demand. Whether a feed is coming in via RTMP or SRT, Wowza enables WSC Sports to dynamically allocate resources, ensuring they are always close to the source and optimized for performance and cost. The use of Wowza's customizable Java-based plugins allows the team to fine-tune their workflow, routing HLS output directly into Azure Blob Storage, bypassing unnecessary processing steps, and minimizing bandwidth usage.

This flexibility is essential for WSC Sports's scale. They've processed nearly 400,000 unique streams from over 400 customers, accounting for more than 950,000 hours of footage. Each of these streams feeds into their AI pipeline to generate content that's not only timely but deeply relevant to the interests of individual fans across platforms like YouTube, social media, and league apps.

Wowza's infrastructure plays an unsung yet mission-critical role in making that possible. Its scalability ensures that it can support even the highest stream volumes. Its extensibility has allowed WSC Sports to build a solution tailored specifically to their needs, and its performance ensures real-time responsiveness to meet fans' expectations for highlights seconds after the moment happens on the field or court.

Together, WSC Sports and Wowza have created a streaming architecture that's as smart, scalable, and agile as the content it powers. It's not just about managing streams; it's about creating meaningful fan experiences, delivered at the speed of sports.

> **WITH WOWZA, WE'RE ABLE TO INGEST ANY TYPE OF STREAM** OUR CUSTOMERS PROVIDE AT SCALE, WITH FLEXIBILITY, AND FULLY INTEGRATED INTO OUR CLOUD ENVIRONMENT."
> **SHMULIK YOFFE, CTO & CO-FOUNDER AT WSC SPORTS**

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