

CASE STUDY

INDUSTRY: Education

CLIENT: The University of Manchester



15,000 Watch Graduation Ceremonies...Live from Home

CLIENT DESCRIPTION:

The University of Manchester is Britain's largest single-site university, formed out of the amalgamation of The Victoria University of Manchester and UMIST in 2004. Both universities brought with them a long and proud history of achievement in theology, architecture, mathematics, music, law, as well as many other disciplines.

Twenty-five Nobel Prize winners have either studied or conducted work here, including Rutherford, who began his work on splitting the atom at the university. In addition, the world's first modern computer was developed here. Former students of the combined universities include Sir Terry Leahy, the Chief Executive of Tesco; TV newsreader Anna Ford; comedian Ben Elton; pioneer of flight Arthur Whitten-Brown; and novelist Anthony Burgess.



The University of Manchester

CHALLENGES:

- Coordinate 38 university graduations over the period between July 11 to 22, 2011 to ensure each ceremony is broadcast via the university's website so it can be viewed by family and friends from around the world who are unable to attend the event.
- Ensure all graduation ceremonies are streamed in high quality, live as they happen, with clarity of audio and video to give viewers a feeling of being at the event.

SOLUTION:

Garland Partners provided the University of Manchester with two VBrick HD H.264 encoders. These encoders represent the latest in video streaming, and are a great general-purpose platform for a wide range of IP video applications. Supporting both standard-definition and high-definition video formats, the H.264 product family delivers stunning video quality at unmatched reliability and bandwidth efficiency. Key functions such as a high-capacity streaming server, on-board recording and rich networking support are fully integrated into the device versus the multiple boxes typically required by other approaches. *more...*

BENEFITS

The university's graduation ceremonies received more than 15,000 unique views during the two weeks of the ceremonies.

Family, friends and graduates have subsequently been able to view the ceremonies at their leisure from a stored listing available on the website.

For further information, please contact:

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SOLUTION: *continued*



“We wanted to provide everyone with the opportunity to view the celebration of the remarkable achievements of our students,” says Andrew Stevenson, Media Support Analyst at The University of Manchester. “Due to our previous equipment failing, we were in the market for a solution that would not only deliver events live over the Internet now, but would be flexible and powerful enough to allow us to future-proof the service. We already had Wowza Media Server installed, but the VBrick HD H.264 encoders provided by Garland Partners Limited were the ideal addition. However, it was the support provided by Garland

Partners, both pre and post purchase, that was key to smoothing the process of streaming the event live and which resulted in more than 15,500 unique views during the days of the ceremonies.”

“Having this technology used for such a prestigious event and seeing the resulting streaming being so enthusiastically received by the university’s viewers is extremely rewarding,” states Malcolm Harland, Director of Garland Partners. “We know that there are many events out there that could benefit from a similar solution. It really is an easy way to offer great added value to clients, customers and other stakeholders.” 

“...it was the support provided by Garland Partners—both pre and post purchase—that was key to smoothing the process of streaming the event live and which resulted in more than 15,000 unique views during the days of the ceremonies.”

TECHNICAL DETAILS

Equipment:

2 x VBrick HD H.264 encoders (HPS 7102 HS-HD) main and redundant

Server:

Wowza server hosted on the JANET (high-speed university and education network)

Stream:

H.264 Flash streaming.

Width -> 656

Height -> 368

Video -> 750kb/s

Audio -> AAC-HE, 64kb/s, 44.1Khz

Video Input -> HD/SDI 1080i/50 High Definition source

Frame rate -> 25 fps

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