



C A S E • S T U D Y

WHITEHORSE PRODUCTIONS

HISTORY

Whitehorse Productions, Inc. is a New York City video services company specializing in digital video production and post, HD, HDV, DV & DVCAM location production, robotic multi-camera systems for location production & permanent installations, computer graphics, animation and real-time interactive characters for broadcast, commercial, corporate and industrial communications.

In addition, the company bills itself as a leading integrator of custom digital video systems, offering concept and design, specifications and purchasing, installation, operations and maintenance. Whitehorse Productions also provides state-of-the-art multimedia production and staging services for large venue events, developing and producing original entertainment for broadband distribution.

In 2008, Whitehorse Productions entered into a new production and consulting relationship with New York Public Radio, home of WNYC-AM-FM and WQXR-FM, for the broadcaster's new live event venue called The Jerome L. Greene Performance Space. Commissioned in 2009, "The Greene Space," regularly hosts broadcasts and live tapings of

signature WNYC programs including Soundcheck, Radiolab and the Leonard Lopate Show. Past musical performers include Elvis Costello, Lou Reed, Regina Spektor, Sting and David Byrne.



SITUATION

New York Public Radio hired Whitehorse Productions, Inc., to establish a video production workflow and a streaming media presence for live performances. A proponent of streaming media, New York Public Radio has long offered live streams and on-demand podcasts from both its radio stations, as well as Q2, an all-digital web-based channel.

After consulting with The Greene Space Executive Director Indira Etwaroo, Whitehorse Productions was retained to provide video production services, crews, training and ongoing design strategies. Whitehorse Productions soon initiated discussions with StreamGuys, New York Public Radio's streaming media provider for online audio content since 2005, to design a cost-effective and robust streaming video service for Greene Space performances.



SOLUTION

StreamGuys established a streaming media platform that supports Flash H.264 video and AAC audio to provide outstanding video and audio quality. The technical infrastructure includes individual Wowza Media server banks with built-in redundancy and additional capacity for high-traffic events. The redundancy assures that video streams remain stable in the event that the main server bank temporarily goes offline. The additional capacity is critical as many of The Greene Space performances and shows are daytime events announced live on WNYC and/or WQXR — not to mention that many of the featured performers are nationally and internationally recognized artists.

BENEFITS

Whitehorse Productions and StreamGuys have collaborated on more than 150 long-format shows since the launch of the streaming video service. The video production workflow for live events has a direct connection to the StreamGuys streaming infrastructure, servicing more than 50,000 online viewers globally during the 2009/2010 season — with the capacity to support many more.

StreamGuys also consulted with Whitehorse Productions to effectively establish the handoff from the video production workflow to the streaming platform. A ViewCast Niagara GoStream Surf encoder acts as the bridge, incorporating the Flash H.264 codec. The unit encodes and streams live standard-definition video at 768 kpbs in a 16x9 aspect ratio for delivery to StreamGuys, which then distributes the live global stream while creating an on-demand file.

StreamGuys also keeps track of the concurrent number of viewers for every broadcast, made available to Whitehorse Productions and New York Public Radio in real-time. The StreamGuys SGReports service automatically processes log files for all of the server nodes, creating statistics for

number of hits, number of visitors, play duration and geographic locations of the audience. StreamGuys also provides monitoring and troubleshooting for live events, and can fire up the servers to commence streaming on a moment's notice.

“Working with StreamGuys has enhanced our ability to produce a high-quality live stream. StreamGuys provides plenty of bandwidth through big pipes and a robust backbone. They are always available for testing prior to events, and also assist us when streaming live events from remote locations like The Brooklyn Museum of Art, Princeton University and the Borough of Manhattan Community College among other sites. It has made for an ideal partnership between broadcaster, producers and streaming media provider.”

--Bill Porter, President, Whitehorse Productions, Inc.



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www.streamguys.com • info@streamguys.com • Phone: 707-667-9479