

Wowza Simplifies Live and VOD Broadcasting

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The **Wowza Streaming Engine** gets more powerful performance capabilities and a new intuitive management interface for easily deploying, managing and monitoring live and video on demand (VOD) streaming to any device.

The customizable and scalable Wowza Streaming Engine software is the newest version of the company's industry leading server software (formerly known as Wowza Media Server) that powers streaming of video in any format to any device for businesses ranging from the Fortune 100 to SMBs, nonprofits and educational institutions to government agencies. Nearly half of the leading Content Delivery Networks in the world rely on Wowza to deliver video to the widest range of viewing devices on the market.

Video is increasingly important for businesses in every industry. While more than 90% of marketers use video as part of their campaigns, technical issues are a major hurdle for nearly 25% of companies looking to integrate video into their outreach efforts. Wowza Streaming Engine wants to resolve those challenges with flexible streaming software for live and VOD that's compatible with virtually any streaming environment.

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