WOWZA

CASE STUDY: Africam

CONNECTING VIEWERS TO THE WILD: AFRICAM DELIVERS HIGH QUALITY GLOBAL LIVE STREAMS WITH WOWZA

RELIABLE HD LIVE STREAMS FROM OVER **30 REMOTE LOCATIONS** ACROSS AFRICA & OVER **2 MILLION VIEWING HOURS** IN ONE YEAR

Bringing live views of Africa's wildlife to a global audience isn't easy

— especially when your cameras are deep in the bush, powered by remote internet connections, and expected to deliver a flawless viewer experience. Africam needed more than just a basic streaming tool; they needed a powerful, flexible platform they could trust to maintain high quality, adapt to challenging conditions, and grow alongside their mission. With Wowza Streaming Engine, they found exactly what they needed to make it happen.

QUALITY	CONTROL	RELIABILITY
Africam needed to deliver full HD live streams from remote locations without degradation.	Africam wanted complete ownership of their streaming setup to manage quality, costs, and customization.	Africam required consistent, uninterrupted streams, even with fluctuating internet connections.

GOALS

- Needed reliable streaming that could operate from extremely remote locations across Africa.
- Required consistent stream uptime and quality to maintain audience engagement and trust.
- Sought flexibility to manage a complex network of cameras without heavy technical overhead.
- Wanted to scale their audience without compromising on stream quality or incurring unsustainable costs.

RESULTS

- Achieved stable, high-quality streaming across multiple remote sites.
- Improved operational efficiency with Wowza's flexible, customizable streaming engine.
- Expanded viewership globally, strengthening Africam's brand and mission.
- Gained a reliable partner in Wowza to support future expansion, new camera sites, and evolving streaming needs.

THE STORY

Africam was founded with a powerful mission: **to connect people around the world to the magic of Africa's wildlife through live, 24/7 streaming.** Delivering on that promise required more than just passion. It demanded a technical foundation strong enough to deliver high-quality streams reliably, even from the most remote locations on the continent.

Before partnering with Wowza, Africam relied on third-party streaming platforms that offered limited control over the viewer experience. Stream quality could often degrade as it traveled near and far to reach audiences. Without ownership of the infrastructure, Africam couldn't ensure the quality and reliability their mission required, especially when operating in areas with limited bandwidth and changing internet access.

Africam recognized that in order to grow and serve a global audience, they needed a streaming partner capable of reliably delivering high-quality, full HD streams, no matter where their cameras were deployed across Africa. It was critical to have control over their workflows, flexibility in stream management, and the ability to build a custom solution tailored to their needs.

With Wowza Streaming Engine, Africam developed a centralized, high-performance workflow that now supports 40 IP cameras across wildlife reserves throughout Africa. Each camera's RTSP feed is pulled into a dedicated server in Johannesburg, where Wowza handles real-time audio and video processing. This includes audio transcoding from MP2 to AAC, adaptive bitrate encoding for distribution, lodge-specific watermarking, and mixing live video with recorded audio to create alternate stream versions. Snapshot images are also generated from each stream every few seconds while live.

To ensure resilience and constant quality, Africam implemented automated failover. If a stream is interrupted, Wowza helps them switch to a pre-recorded highlight video until the connection is restored. From there, Wowza's stream targets push content to YouTube and other third-party platforms, delivering all 40 streams around the clock, every day of the year.

Today, with the combined power of Wowza and Starlink satellite internet, Africam maintains stable, high-quality live streams that reach a global audience. This streaming infrastructure has become foundational to their mission, enabling Africam to deliver immersive wildlife experiences at scale while expanding their impact across Africa and beyond.

> "**WOWZA STREAMING ENGINE** IS A VITAL PART OF OUR ABILITY TO DELIVER LIVE WILDLIFE EXPERIENCES FROM SOME OF THE MOST REMOTE PARTS OF AFRICA TO A GLOBAL AUDIENCE. IT'S INCREDIBLY RELIABLE, FLEXIBLE, AND HAS ALLOWED US TO GROW AFRICAM IN WAYS WE COULDN'T HAVE OTHERWISE."
>
> **PAUL PENZHORN, AFRICAM CEO**

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