

# THE 54<sup>TH</sup> ANNUAL MONTEREY JAZZ FESTIVAL



## CASE STUDY

### History

The Monterey Jazz Festival celebrates the legacy of jazz and expands the boundaries of and opportunities to experience jazz through the creative production of performances and educational programs. The annual Festival is the longest running jazz festival in the world, held every September on the Monterey Fairgrounds site where it was first presented in 1958. The Fairgrounds today offers eight stages with world-class musicians over a three-day period, along with panel discussions, workshops, exhibitions, clinics and festivities across its 20 acres.

The Festival has recorded every artist since its 1958 inception, with select audio recordings released on Monterey Jazz Festival Records. The recording efforts evolved into a simulcast that piped live performances from the main stage into the Festival's Jazz Theater, allowing those without tickets to see the concerts as they happened. Interest soon developed in enabling delivery of the performances to external audiences.

The Festival first experimented with streaming media in April 2011, delivering stationary, single-camera live feeds to the Internet for its Next Generation Jazz Festival, which highlights top student musicians from around the country. The Festival, together with representatives from local NPR member station KUSP-FM, soon began conversations with StreamGuys to establish a streaming media strategy for the 54th Monterey Jazz Festival that September.

### Situation

“Streaming has become more of a reality for many organizations as people have moved away from dial-up and toward DSL, cable and T1, and the Next Generation Jazz Festival gave us the opportunity to evaluate today’s streaming experience... We wanted the Monterey Jazz Festival stream to resemble a TV special with a professional, multi-camera shoot.” said Tim Orr, Marketing Associate at Monterey Jazz Festival.

After meeting with regional sales representative Kristoffer Taylor to discuss options, Orr gained immediate confidence that StreamGuys could help him achieve his goal. Orr had positive feedback about StreamGuys from KUSP, the local radio broadcast partner of Monterey Jazz Festival for 31 years. StreamGuys hosts the station’s “KUSP Music Show Player”, which offers weekly music shows 24/7.

The Festival ultimately decided to stream evening performances from the Night Club/Bill Berry Stage. With performers including internationally- known jazz artists like the Robert Glasper Experiment, Carmen Souza and the Benny Green Trio, Monterey Jazz Festival had the venue, the performers, the production team and the media partners – but no one to deliver it to the world.



Juan Carlos



John Santos

## Solution

StreamGuys used its highly scalable, virtualized streaming infrastructure to deliver live, synchronized video and audio streams to desktops, laptops and mobile devices. The infrastructure delivered H.264 video and AAC+ audio at varying bit rates to support an array of user speeds and media players. StreamGuys also provided embedded media players to the Monterey Jazz Festival, KUSP-FM and NPR's

"A Blog Supreme"— a popular jazz music blog — to give viewers direct, simple and free access to the live streams.

McCune Audio, the Festival's long-time production partner, produced the live video & audio, handing off the synchronized signal to StreamGuys via a Wirecast encoder. StreamGuys re-wrapped the original H.264 video stream for delivery to Apple iOS systems, Android mobile devices and embedded Flash players for web and mobile streaming.

Multiple audio bit rates supported adaptive bitrate streaming in iOS and web-based platforms, ensuring that mostly anyone with a



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3G, Wi-Fi or broadband connection could stream the performances. “StreamGuys made it easy for us to embed the stream in our web page, and provided onsite personnel and technical support over the phone throughout,” said Steve Laufer, Director of New Media at KUSP. “The stream quality looked great, especially when viewed at full screen.”

StreamGuys provided monitoring services and technical support during the broadcasts, with special focus on encoder stability, signal acquisition and internet connectivity. General support included monitoring the incoming signal and maintaining the health of the server cluster that distributed the content. StreamGuys also provided real-time viewer statistics, allowing all three media partners to confirm the number of viewers at each site at any time

## Benefits

“It’s about reaching more people...” said Orr. “We want to increase our audiences and put something out there that inspires people to come to the festival. Jazz needs to grow as a genre, and using technology in a forward-thinking manner is an ideal way to engage a younger demographic while gaining more exposure for the festival and the artists.”

With full confidence of streaming media’s power to reach wider audiences, Monterey Jazz Festival expects to evolve the nature of the streaming platform at future events. This includes exploring potential subscription-based models with the assistance of StreamGuys.

The ability for StreamGuys to simply take the performances to a global audience was a significant first step. “We are trying to use the technology available to us to spread the message of the Festival, what we do, and give recognition to the artists that are involved...” said Orr. “It was important for us to partner with a company like StreamGuys that had the experience to help us spread that message.”

