

About Mozilla

Mozilla is a global community of technologists, thinkers and builders working together to keep the internet alive and accessible, so people worldwide can be informed contributors and creators of the web.

Mozilla's free software community uses, develops, spreads and supports Mozilla products—including the Firefox web browser. The community is supported by Mozilla's not-for-profit arm and its tax-paying subsidiary.

Use Case

Mozilla produces regular webcasts for its employees and public-facing broadcasts for its developer community.

Mozilla's online video portal, AirMozilla, features live and pre-recorded shows, interviews, news snippets, tutorial videos and more. This content is also concurrently syndicated and pushed to Mozilla's social media channels.

With more than 56 percent of its employees working remotely around the world, Mozilla wanted to ensure it could reach and engage this internal audience.

For its streaming strategy, Mozilla leveraged the Intrado Studio solution to deliver its employee town hall broadcasts and external-facing content. Mozilla wanted to utilize the quality of experience (QoE) monitoring tool built within Studio to provide insights into the connectivity of its internal audience and decrease the buffering issues of more than 10 percent of employees.



GOALS:



Reach a global audience and provide a best-in-class streaming experience



Decrease % of employees now experiencing buffering issues



Deliver broadcast quality streaming across the enterprise

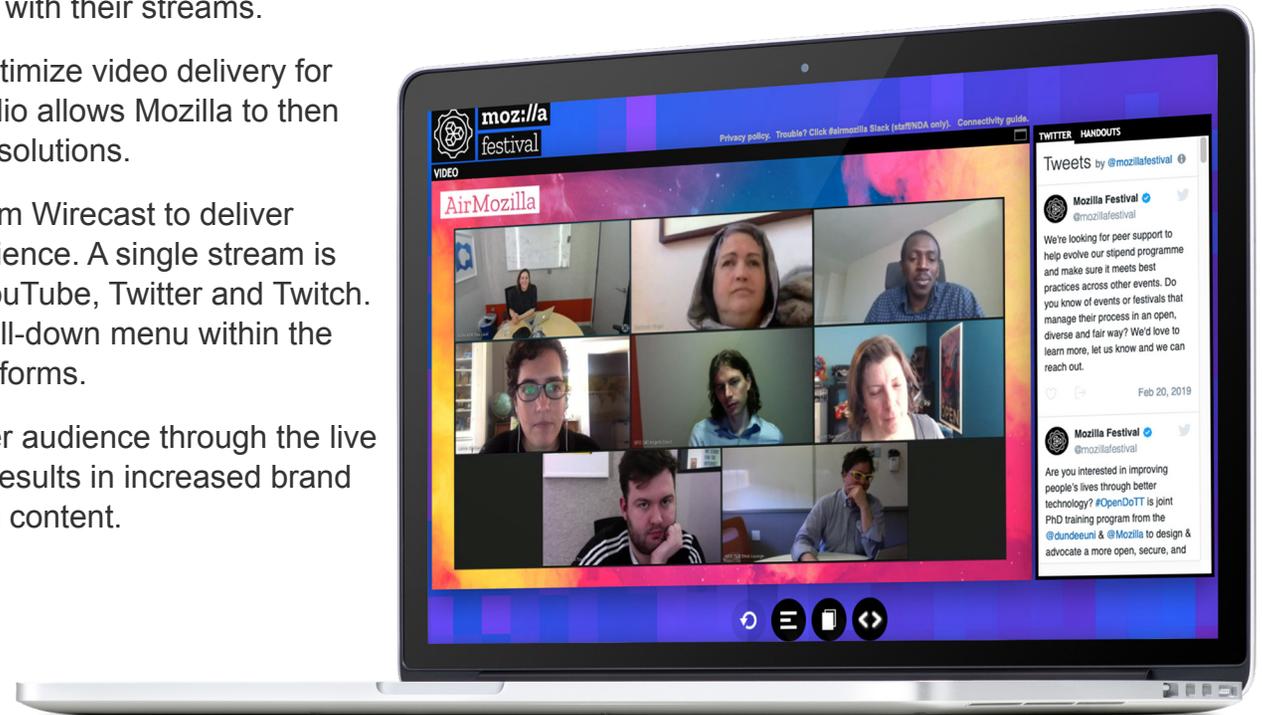
Approach

Using Intrado Studio's QoE features, Mozilla staff monitor the live experience of their employees during town hall webcasts to identify when specific individuals are having buffering issues with their streams.

Mozilla staff then determine the best way to optimize video delivery for each user. The monitoring tool built within Studio allows Mozilla to then proactively reach out to these employees with solutions.

Mozilla also uses Intrado Studio with Telestream Wirecast to deliver an elevated broadcast quality streaming experience. A single stream is broadcast through Studio and syndicated to YouTube, Twitter and Twitch. Mozilla simply selects Intrado Studio from a pull-down menu within the Wirecast interface to stream directly to the platforms.

Through this approach, Mozilla reaches a wider audience through the live syndication to its social media channels. This results in increased brand awareness and more engagement with Mozilla content.



RESULTS:

100k

New content views through social media syndication

>50%

of global employees engaging in live town halls

<1%

of employees that now experience buffering issues

"Proactive engagement is key to customer success. The quality of experience dashboard provides Mozilla insight into customer experience like never before."

- Andy Kochendorfer
Streaming Communications Lead | Mozilla