I know Piwik as a viable self-hosted alternative to Google Analytics but I don't see much about it being used for statistics and visualization of media serving. I only saw a reference to processing Icecast logs.

AWStats is venerable, I hadn't seen reference to it working with media streaming before but its FAQs has info on working with log files for Realmedia, Windows media, Darwin streaming server.

Webalizer is also venerable. I found a media streaming offshoot via its Wikipedia page but it also only references Icecast logs.

SARG appears to be for web proxy logs, would that mean Thom would have to pass all his traffic through a web proxy to use it? Have you used it specifically in front of a streaming media server? The sample report doesn't make it look like a good fit.

Thom, you're interested in analytics not just for Apache but for Wowza streaming media server(s), right? If someone has experience specifically with doing analytics with that, it could be helpful. I don't but here are two things Googling turned up:

CasterStats is a streaming analytics product that includes Wowza support but their self-hosted products seem a bit pricy and I don't know that their SaaS options would be a good fit.

WMSPanel is for administration and statistics and is sold on a subscription basis but their pricing model could be very agreeable for your use.