

SOLUTION BRIEF

telestream

Sports Teams, Leagues, & Federations

“Putting you into a winning position by unlocking unique content experiences for fans everywhere.”

– Charlie Dunn
Chief Product Officer, Telestream



INTRODUCTION

For decades, the prospect of winning premium sports broadcast rights was considered the linear TV industry's top prize. However, the rules of the game have changed. The emergence of new technologies shifted traditional broadcast audiences online, leading professional teams, leagues, and federations across all sports to recognize the power they hold in producing, owning, and distributing their intellectual assets. In recent years, they've confronted difficult decisions regarding retaining content coverage on traditional broadcast networks or providing easy access to live streams or VOD platforms via direct-to-consumer (D2C) offerings.

Sports teams have typically produced their content, including short-form segments and full-length productions, like a coach's show or a weekly summary broadcast by local TV stations and cable networks. Teams and their 'superstar' players generate most of that game footage through key match moments, such as scoring a winning touchdown at the Super Bowl, a last-gasp buzzer-beater during the NBA playoffs, or a game-changing goal scored at the Champions League soccer final.

It's the behind-the-scenes production and creative teams that are often the real superstars! The media machine comprises producers, presenters, engineers, runners, and gaffers, all tucked into a production set and jam-packed with state-of-the-art equipment and a wall of TV screens.

“ Ultimately, we understand the challenges and complexities in telling the story behind every game, and with our latest offerings and solutions, we can help you enrich those moments to create unforgettable experiences for sports fans!

Greg Doggett, Director of Sales, Sports, Telestream

Regardless of the production scale, we know there are common pressures. There is a need for intuitive toolsets to precisely pinpoint the exact footage they need, whether that's an advert or a key in-game action. Teams must be able to think and act as a single unit, pulling information from a centralized cloud source that removes the associated confusion of working across editors' desks, on-premises or remotely. And, of course, any production must pull together the correct highlights to display on any screen inside or outside the venue, regardless of size or type, and engage fans with the content that matters most to them.

KEY CHALLENGES

LIVE CAPTURE & INGEST

Creating content around the athletes and the team is a surefire strategy to engage people with your brand. To do this successfully, you must be able to store, access, and distribute those key in-game moments online for live streaming, sharing via social media, and even in and around the stadium to bring the in-game action directly to fans.

Customer need: “Our focus can often shift. From our team’s social media sites on TikTok and Instagram to engagement zones in and outside the stadium, highlights on video walls... the list goes on. It’s difficult to track all the content and have it available instantly to keep fans continuously engaged.”

Telestream solution: We listen to what our customers want most and deliver. Our tools support the creation of content optimized for these platforms, enabling sports organizations to effectively market their brand and connect with fans across different digital channels.

Benefits: Our primary focus is enabling sports teams and leagues to seamlessly create and distribute content across various platforms.

They can leverage these channels efficiently and cost-effectively to reach a broader audience and engage younger demographics. With many moving parts to orchestrate, sports productions can also benefit from reduced costs, streamlined workflows, and enhanced sustainability.

CONTENT MANAGEMENT & STORAGE

Footage taken during and after a game must be delivered to relevant stakeholders, with the league taking ownership and responsibility for archiving. Thus, all content must be captured, edited, and processed as soon as it is ingested. That’s a challenge for anyone deploying workflows on-premises or in the cloud.

Customer need: “Processing a large number of files simultaneously can lead to storage problems. However, my team is highly collaborative, working together to tackle issues related to scalability and timing, even when working remotely. In our domain, if data isn’t delivered and processed promptly, it can seriously impede productivity and completion of tasks.”

Telestream solution: We tackle challenges head-on, so when our customers want to distribute content across storage systems and storage tiers based on customizable policies, we make sure they have that flexibility.



Whether it's in the cloud, on disk, tape, optical, or object storage, we support all business systems, including media asset management (MAM), production asset management (PAM), and automation (AMS).

Benefits: Sports organizations can unpack the many riches their past, present, and future content offers. They can easily manage their content on-premises or in the cloud to search, browse, and restore media assets live into the mix, bringing order to previously unmanaged content across all types of storage. Essentially, they can tap into a single management layer for all storage devices, saving money on storage costs and flexibly deploying new storage systems and workflows as needed.

VISIBILITY & MONITORING

In the competitive live sports arena, success doesn't just happen on the field: it also happens behind it. Demand for high-quality remote productions using the latest technologies continues to grow, as do the tools used to monitor and test video and audio outputs in SDI, IP, and hybrid production environments seamlessly.

Customer need: "We typically have a status screen to keep track of tasks and their current status. However, this can sometimes become overwhelming. I need a solution that can show me what I need to care about, what's running, what's healthy, what's not, and what's most important in the queue next. I need more visibility."

Telestream solution: We know how crucial it is to monitor video and audio quality in SDI/IP hybrid environments, including production studios, OB trucks, master control rooms, and contribution feed and distribution centers. Our software-defined monitoring instruments address those needs for high-end production video formats, including measurement tools for colorists with HDR requirements and a complete set of QC tools for objectively evaluating high-end video and audio content.

Benefits: Our interconnected technology solutions fulfill all sports production requirements, covering setup, diagnostics, and analysis. These tools also enable a wide range of measurements for specific, custom workflows, including SDI, IP, and remote production environments. As a result, sports producers can focus on delivering the highest quality content during their live productions.

SOLUTION OVERVIEW

LIGHTSPEED LIVE CAPTURE



A scalable, multi-channel, on-premises capture solution for directly ingesting live, live linear, and tape-based media into production, post production, and broadcast workflows. LightSpeed Live Capture records any live signals, whether those signals are coming in via SDI, IP, SRT, or NDI, enabling sports organizations to record content in any required format within a highly available and super-redundant model. It can also interact across editing environments and platforms like Adobe Premiere or Avid Media Composer / Media Central with Interplay to enable live editing workflows for growing files in real-time.

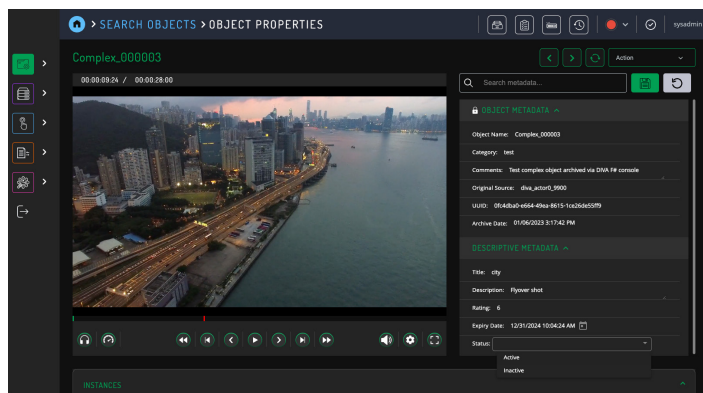
VANTAGE



A software-enabled media processing platform designed to manage and handle large volumes of media from the camera to the distribution point. Vantage can transcode various file formats and prepare and deliver content in multiple formats for different use cases, enabling efficient content processing and seamless distribution across different platforms and channels. Sports organizations can look to ingest, edit, transcode, QC, package, monetize, and distribute key game footage efficiently and cost-effectively with easily-configurable, automated workflows that simplify content preparation from end to end.

SOLUTION OVERVIEW

CONTENT MANAGEMENT SOLUTIONS



Telestream offers cutting-edge content management solutions that effortlessly integrate with various storage types, including on-premises, hybrid, or multiple cloud platforms. DIVA simplifies digital asset handling across broadcast, production, and archive operations, even in multiple locations. It seamlessly integrates with MAM, PAM, and automation systems. Kumulate combines storage management, workflow automation, and light asset management to optimize file management across cloud, on-premises, and hybrid storage.

PRISM



Designed for both SDI and IP standards to address production and post production needs, PRISM is the ideal solution for monitoring SDI, IP, and hybrid environments, including master control rooms, production studios, OB trucks, and signal contribution/distribution centers. The complete family of test solutions ranges from standard HD monitors and handhelds to field-upgradable waveform monitors with industry-leading 4K/8K, HDR/WCG, IP, and SDI analysis for best-in-class test, conformance, and diagnostics.

KEY BENEFITS

ENGAGE FANS EVERYWHERE ACROSS EVERY PLATFORM

Telestream's live video capture and ingest solutions enable sports productions to be more efficient, flexible, and adaptable, regardless of location setup. Additionally, the deep integration between **Lightspeed Live Capture** and **Vantage** enables real-time editing and creation of clips for different use cases and distribution points. This means sports content providers can seamlessly leverage assets across social media channels to market their brand while, at the same time, clipping and stitching short clips for use inside stadiums to bring fans closer to the action. The efficient transcoding capabilities of the Vantage platform also power expedited content processing, enabling teams to deliver highlights, post-game analyses, and other time-sensitive content in real-time.

MAXIMIZE THE VALUE OF YOUR VIDEO ASSETS

Telestream preserves, protects, and automates all forms of video storage and processing workflows, removing typical admin tasks and enabling users to focus on delivering engaging content that inspires and entertains fans. **Telestream Content Management Solutions** provide centralized access to content across a sports organization's entire storage ecosystem, including cloud and on-prem. They are tightly integrated with the Telestream workflow orchestration tools and support all major MAM, PAM, and automation systems. They provide intuitive web-based user interfaces for content search, preview, and repurposing, plus an auto-discovery feature that indexes files directly from cloud storage. This lowers costs while efficiently managing legacy content and incoming files.

MONITOR & OPTIMIZE THE HIGHEST-QUALITY MEDIA

Purpose-built for live production, post production, and remote workflows, the **PRISM** product family offers the latest software-defined monitoring instruments and tools to address demands for high-end production video formats in 12-bit RGB and 4K/UHD applications. Covering both SDI and IP environments, production teams can tap into a complete set of QC tools that objectively evaluate high-end video and audio content via a remotely-accessible user interface. Supporting local, remote, and post production applications up to 8K, these solutions enable color grading and surround sound audio production, as well as operational SDI monitoring and IP analysis. Re-inventing quality monitoring for the next generation is now a reality, meaning production teams can rest easy knowing they can match on-field quality off the field too.

CUSTOMER SUCCESS

MLB NETWORK

MLB network ensures safe archiving environment for countless hours of baseball content; grows programming schedule to 16 live hours per day.

“Telestream DIVArchive Suite enables us to quickly and safely transfer, access, and preserve a high volume of invaluable baseball-related content. The DIVA solution provides the performance, scalability, and flexibility that our production and broadcast environments demand—now and into the future. We selected DIVArchive to support our DIAMOND System because it offered the performance, scalability, availability, and total cost of ownership we desired. And, we knew it would support our growing business for the long term.”



– Tab Butler
Former Director, Post Production & Media Management, MLB Network

GAME CREEK VIDEO

Game Creek Video rolls out Telestream PRISM Waveform Monitors in its latest truck.

“Telestream PRISM has been responsive to the marketplace by allowing two full displays from a single scope versus squeezing it all together in a single display, a unique feature which our video shader positions rely on. Not having to buy two full units certainly saves on cost and installation.”



– Keith Martin
Director of Technology,
Game Creek Video

FOX SPORTS

Leveraging Telestream Lightspeed Live Capture, Fox Sports FIFA Women’s World Cup post production team worked at home.

“Our primary focus was to create highly stylized elements, like features, teasers, bumpers, highlights, and replay clips, with the quality and immediacy our viewers expect. To do this, the right media needed to be available for rough and craft editing when and where it was needed, then moved along for playback to air. The integrated solution automated this entire sequence of intricate, complex events reliably and efficiently.”



– David Sobel
Senior Director of Media Management, FOX Sports

Since 1998, Telestream® has delivered innovations that drive the digital video industry forward. The company's solutions span the entire digital media lifecycle, from media processing and workflow automation to production and live streaming, video quality monitoring and analytics, virtual events and video hosting, content management, and video test and synchronization — available on-premises and in the cloud. Top broadcasters, media companies, enterprises, and millions of consumers worldwide rely on Telestream to help them communicate in the powerful and increasingly ubiquitous language of video. Telestream is privately held, with headquarters in Nevada City, California, and Westwood, Massachusetts.

telestream

telestream.net

To learn more about Telestream's solutions for sports:
[Telestream.net/solutions/sports](https://telestream.net/solutions/sports)

96%

of the top US broadcast station groups work with Telestream

80%

of the top 25 US media companies deploy Telestream's solutions

82%

of Fortune 100 companies rely on Telestream's offerings

TELESTREAM SERVES AND DELIGHTS MILLIONS OF CONSUMERS