

**LTN**

**Sports**



**LTN**  
GLOBAL

[ltnglobal.com](http://ltnglobal.com)

# Create, distribute, and monetize better

It's an exciting time to be in sports media production. New technologies, including centralized production and cloud tools, are making it easier to create and distribute sports content and engage fans by giving them more of what they want.

Enabled by faster transport options and cloud technology, producers can produce more content, enhance production quality within existing budget, distribute to more audiences, and deliver engaging experiences to fans.

LTN's deep expertise and suite of integrated and modular solutions can help you achieve exciting possibilities.



From on-site production and infrastructure to centralized remote production support, LTN provides services and tools that help sports organizations find production and distribution efficiencies that allow them to do more.

With more than a decade of experience working with major leagues, college sports divisions, and other entities, tap integrated and flexible workflows to increase your coverage and grow your business.

See how other sports content creators are partnering with LTN to enable innovation and creativity.



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# Amping up transport with the World Surf League



Delivering high-quality and low-latency broadcasts — from anywhere on the planet



As the global home of surfing, the World Surf League is no stranger to complex video production challenges.

Broadcasting through tropical storms and from locations so remote there's no power for 100 miles, WSL produces riveting live broadcasts of pro surfing events around the world.

Transporting video from remote locations isn't easy. WSL uses the LTN Leaf Flypack, which takes the power of a satellite truck anywhere in the world, in a single carry-on-sized case.

“Since events can be on and off for days, legacy transmission from these locations to our broadcast and online partners was costly to operate transport,” says Rob Hammer, VP of Broadcast and Studio Operations WSL.

The League easily captures and transports riveting HD to traditional broadcast and streaming platforms.

“The LTN Flypack fits into one small case and easily integrates into our overall production kit. It provides high quality HD transmission, takes about five minutes to set up, and easily moves with us from event to event.”

## Deliver live events easily

Whether you're producing extreme sports or little league games, the LTN Leaf Flypack makes delivering live video from anywhere in the world possible — at a fraction of the cost of satellite.

### Flypack features:

- Carry-on sized (21.64" x 13.87" x 9") rolling case
- Pre-engineered plug-and-play setup
- Multiple encode and decode options available at speeds up to 20 mbps
- SD and HD support
- Encryption available
- 24/7 customer support via the LTN NOC

## SRF Alpine Skiing

SRF

## Creating a viral skiing sensation on Facebook Live

### Decentralized live production and transport *en piste* from the Swiss Alps

High in the Alps, Swiss public broadcaster SRF used 4G live video signals and a decentralized signal mixing setup to bring a world-record ski run to riveted fans on Facebook Live.

With a mandate to provide informative and entertaining live content, SRF is looking to produce unique and engaging content cost-effectively, making use of social platforms to distribute its videos to more people.

SRF produced a live broadcast of the world's speed record in backward skiing using LTN Live Video Cloud to ingest and pre-selected live signals for final production.

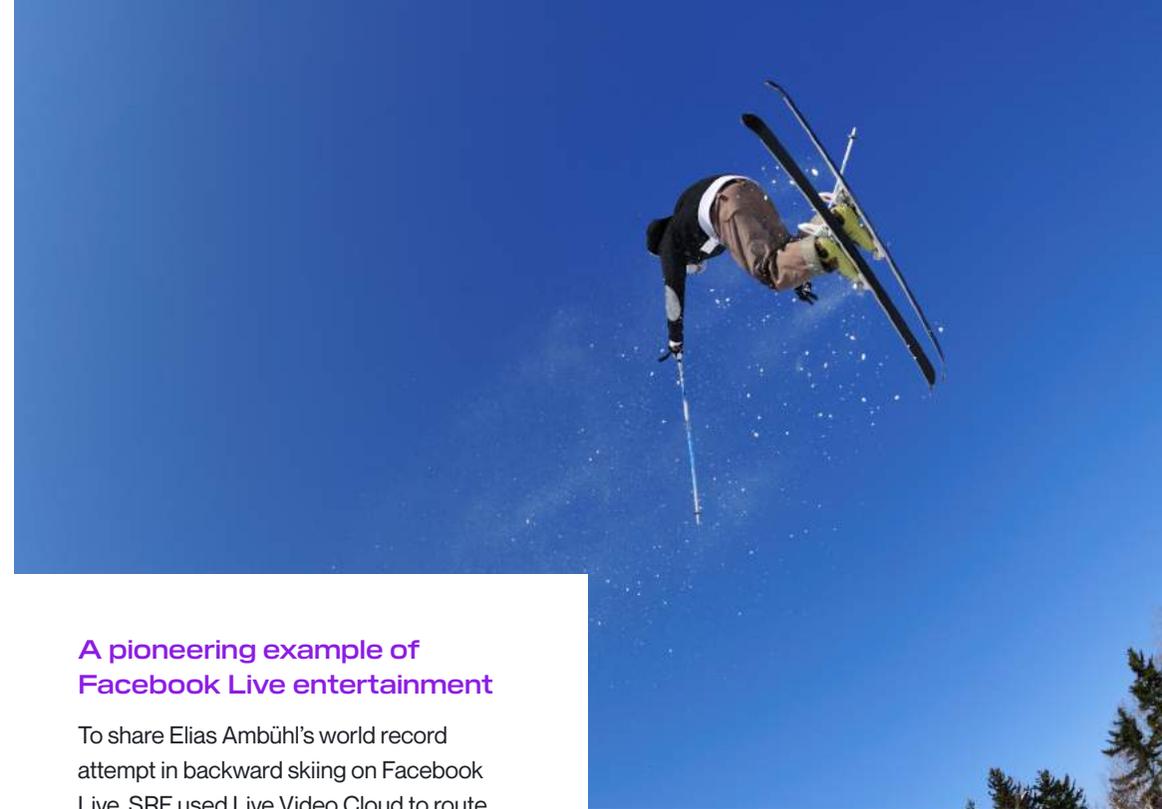
### A pioneering example of Facebook Live entertainment

To share Elias Ambühl's world record attempt in backward skiing on Facebook Live, SRF used Live Video Cloud to route pre-selected signals to Telestream Wirecast for final live mixing.

The Live Video Cloud IO removed the natural limitation of hard-wired input signal routing from on-site hardware and traditional OB-Van setups. The final feed was transmitted via SRF signals in Zurich to Facebook Live.

### Headline-grabbing coverage

SRF enjoyed the viral distribution of their video coverage of this world record across media, including CNN Sports, Eurosports, ZDF, RTL, Twitter, and YouTube, and they were credited in print publications.



# World TeamTennis aces multi-platform live video



## Transport and delivery for broadcast, OTT, and more is a smash for WTT

Co-founded by the legendary Billie Jean King, World TeamTennis showcases the best pros in the sport playing in an innovative team format.

The rapidfire WTT season happens over three weeks between Wimbledon and the U.S. Open. The 2019 season featured 59 live matches across eight venues using a wide variety of production solutions.

### No faults

WTT was looking to deliver a clean live transmission of every match (some with closed captioning) to every distribution partner. With domestic and international distribution broadcasters, OTT services, and wagering platforms receiving signals, LTN was the perfect partner to help WTT rally to set up and deploy a reliable solution on a tight timeline.



## A winning game-plan

Through two permanent venue installations of LTN Leaf and five Leaf Flypack kits, WTT seamlessly distributed content to broadcast TV (ESPN, FOX, and NBC Sports Regional Networks), streaming platforms (YuKu and DAZN), and a live stream on WTT’s website.

Partnering with LTN enabled WTT to deliver live video to linear networks and OTT providers, all of which have different requirements. LTN also provided closed-captioning and multichannel audio support for OTT distribution.

## Trophy-worthy performance

LTN delivered an economically scalable delivery system to WTT’s broadcast partners for the three-week tennis season.

Using streamlined technology and processes, LTN made creating and delivering content to various providers in the appropriate format easier. With the reliability of the LTN Network, WTT was able to significantly reduce transmission costs by eliminating backup satellites from its production workflows.



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“LTN was a great partner for World TeamTennis’ unique requirements.

We produced 59 live matches in less than three weeks using IP-based delivery from site to both linear tv and OTT partners, some with very strict latency requirements.

LTN was able to flawlessly deliver simultaneous live matches, produced in different signal formats, to multiple international takers, each with unique delivery requirements.

Weather conditions also affect our productions, and LTN’s excellent operations group always was able to pivot to meet our demands without a hitch.”

# Boombox Gran Turismo Esports



## Driving one of esports' biggest racing events

### Reliable transport with top-quality video for the 2018 FIA Gran Turismo World Championship

With rising demand for professionally produced esports content, Boombox produces creative, top-quality esports entertainment on linear and digital.

To ensure exceptional video quality during the transmission of the 2018 final broadcast live from Monaco, Boombox partnered with LTN.



“Some companies fear moving away from traditional transmission and going all in on encoding and IP transmission, but the amazing work and support from LTN erased misconceptions and reservations we had about this technology.”

— William Robitaille, Director, Boombox

### Live, multi-day esports broadcasts

For the FIA Gran Turismo World Championships 2018, Boombox and LTN created live broadcasts of three major multi-day esports events over a six-week period from locations across the globe.

The event required a complex, evolving transmission plan with seven languages — including multiple live remotes — distributed across 16 audio tracks with a single video signal.

Live content needed to be broadcast simultaneously to fans around the world with up to 17 destinations at any given time, including Twitch, YouTube, and linear television partners.

With a fully monitored and managed solution for transmission, the production workflow was completely visible and supported by the always-on LTN NOC. This allowed Boombox to focus on creating the most exciting production possible.

By working with LTN, Boombox retained the flexibility to make on-the-fly changes, relying on professional quality control and the legendary reliability of the LTN Network for support.



### Pro support any time — day or night

The always-on LTN NOC is ready when you need a pinch hitter

The professional staff of the network operations center (NOC) are always ready to get in the game.

“We’re not only a network, we’re a service provider,” says Dr. Nilo Rivera, Vice President of Product Management, Transport, at LTN. “We have very good visibility into anything that happens and can act upon any problem we see in a much deeper way than other companies can.”

The fully monitored LTN Network gives you real-time, actionable insights into every live feed with dedicated broadcast engineers at the NOC to troubleshoot if you need them — for more peace of mind.

# NFL broadcast innovation touchdown



## The NFL Draft's pivot to remote fan engagement drove their highest-ever ratings

With live audiences sidelined during the pandemic, the 2020 NFL Draft tapped LTN to help recreate the excitement of this fan-favorite event for a remote viewership.

The NFL relied on LTN to help fully simulate the inner circles of a traditional Draft environment for dispersed audiences.

### Creating virtual fan activation at scale

In a typical year, user-generated videos create an interactive branded team mosaic for the NFL Commissioner to interact with live during the broadcast.

The league wanted to continue this innovative engagement during the pandemic. LTN made it happen by working with them to:

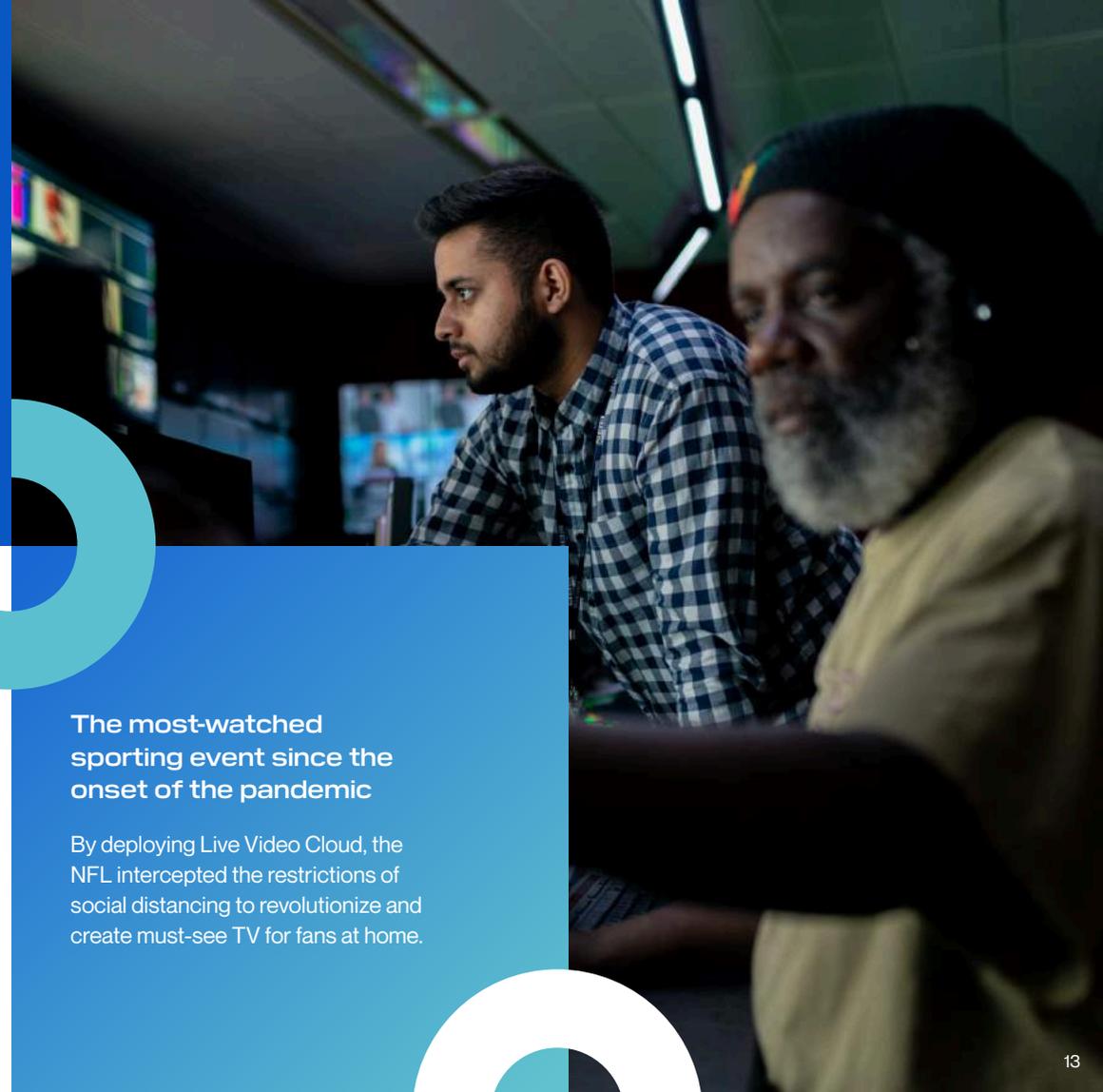
- 1 Capture and manage hundreds of live fan feeds
- 2 Engage fans in a way that fed the excitement of the event
- 3 Implement an interactive component for the Commissioner to use during the live broadcast

Leveraging LTN Live Video Cloud, the NFL was able to acquire, aggregate, and manage nearly 500 live feeds for the event.

Fifteen fan feeds branded with team logos appeared behind the Commissioner, creating a dynamic mosaic of highly engaged participants. Using Live Video Cloud's built-in WebRTC technology, the Commissioner interacted with the fan groups during the live event.

### The most-watched sporting event since the onset of the pandemic

By deploying Live Video Cloud, the NFL intercepted the restrictions of social distancing to revolutionize and create must-see TV for fans at home.



## ESL Katowice 2019

# Creating the most-watched Electronic Sports League tournaments of all time

Reaching over 232 million fans with Live Video Cloud

As an esports Grand Slam event, Electronic Sports League's event in Katowice, Poland was a hotly anticipated tournament for esports fans. Made up of several different tournaments, the ESL team turned to LTN for support producing and distributing live feeds in several languages to fans around the globe.



## Orchestrating ESL's biggest production of all time

With decentralized global production teams creating content on linear and web channels, ESL used Live Video Cloud to streamline its production workflows.

On-site production was primed for success using the highest broadcast standards, with incoming signals routed to a variety of channels, platforms, CDNs, partners, and production houses for localization in 21 different languages. Custom-built software encoders were used on the streams for the Katowice tournament.

## The biggest ESL viewership of all time

With over 500 hours of live content translated into 21 languages distributed to over 70 live destinations, the ESL Katowice 2019 tournament achieved 157 million hours watched during the event.

The event had an average of 860,000 viewers per minute — the biggest in ESL's history.



## ESL One Cologne

# Driving year-over-year viewership growth for ESL Cologne

### Overclocking esports live signal distribution with Live Video Cloud

As a leader in esports, ESL was working to grow the fanbase of esports worldwide. Even with a strong foothold in gaming technology, event management, advertising, and television production, they faced challenges with signal distribution capacity, limiting their growth potential.

With the rise of streaming platforms, more diversified audiences all around the globe, and on-site bandwidth limitations at events, ESL needed a way to overcome these logistical challenges and grow the esports audience.

### All-in-one ingesting for all platforms

By using Live Video Cloud, ESL can route live signals from esports events to millions of concurrent viewers across different platforms — all while providing cleanfeeds to sub-production houses for localization.

On-site production of events like ESL One Cologne are done with broadcast-grade TV equipment using encoding software or hardware.

Live Video Cloud is a cloud-based video router that allows ESL to ingest broadcast signals just once, regardless of the distribution endpoint.

From there, ESL can route and distribute limitless broadcasts, signals, and cleanfeeds to live platforms like Twitch and YouTube Live or to broadcast stations, content delivery networks (CDNs), and sub-production teams.

### Streaming toward success

During ESL One Cologne 2017, online and linear viewership clocked in at over 13 million hours of consumed live video content. In comparison, the online and linear viewership at the 2018 event brought 31 million hours of consumed live video content — an increase of about 130% from the previous year.

Additionally, the 2018 tournament viewers peaked at 746,000 viewers as Live Video Cloud helped ESL overcome on-site bandwidth limitations to distribute live signals cost-effectively and grow the esports fandom worldwide.



## Fox Sports Olympics

# Bringing home the gold with FOX Sports Brasil



### How FOX Sports Latin America/ FOX Sports Brasil complemented linear production infrastructure during the 2016 Summer Olympics in Rio de Janeiro

FOX Sports Latin America focuses on sports-related programming, including live and pre-recorded event telecasts, sports talk shows, and other original programming, for audiences throughout the Spanish-speaking region.

To broadcast one of the world's best-known sporting events, FOX Sports Latin America needed to enhance existing production workflows. They were looking to integrate live signals from a multitude of different sources into their on-site linear production workflow.

### Great offense on production infrastructure

To expand their linear production infrastructure in time to incorporate live content features on streaming services and social media during the 2016 Games, FOX Sports Brasil expanded their workflows to include Live Video Cloud.

By using Live Video Cloud in their production workflows, FOX Sports Brasil was able to ingest live signals from a multitude of sources, including mobile phones, on-site production units, drones, and Periscope, to capture more footage of the Rio 2016 action.

This also enabled them to publish content to Facebook and YouTube with a multi-angle event player, and create live shows on Facebook where hosts could engage with viewer questions.

### Goaaaaaaaal

During the 2016 Summer Olympics, FOX Sports Latin America reached up to 90k concurrent viewers on Facebook with daily 30–40 minute segments, some of which included interactive elements.

Since the Olympics, FOX Sports Brasil has continued using Live Video Cloud to broadcast events like training sessions, press conferences, and player interviews.

