

CASE STUDY

LTN IS A WIN FOR BOOMBOX IN LIVE ESPORTS BROADCASTING

THE CLIENT

Montreal-based Boombox provides best-in-class live sports content that reflects the style, personality, and values of its clients. In recent years, the company has applied its highly refined production process — a combination of creativity and technology with budget and personality — not only to conventional live sports broadcasts, both linear and digital, but also to live esports events.



Addressing rising demand for professionally produced esports content, Boombox has given its creative touch to events such as the Crankworx World Tour, Clash Royale King's Cup, Madden Ultimate League, and FIFA2018 Global Series Playoffs. Late in 2018, the company took on production of the FIA Gran Turismo World Championships, one of the world's most popular esports events, with responsibility for transmission during the final event, Nov. 16-18, in Monaco. Boombox called on LTN Global Communications to ensure reliable worldwide delivery of live content with exceptional video quality.

THE CHALLENGE

For the FIA Gran Turismo World Championships 2018, Boombox was tasked with the live broadcast of three major multiday esports events over a six-week period from locations across the globe. Boombox's live broadcast of the FIA Gran Turismo World Championships was based on a complex and continually changing transmission

plan involving seven languages, including a number of live remotes, distributed across 16 audio tracks with a single video signal. To reach fans around the world, this live content needed to be broadcast simultaneously to up to 17 destinations ranging from Twitch and YouTube to proprietary RTMP infrastructures and linear television partners.

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*William Robitaille, Director
Boombox*

BOOMBOX GRAN TURISMO



As a production company, Boombox typically depends on a trusted partner for all things transmission. Boombox had worked with LTN in the past, and in taking on the FIA Gran Turismo World Championships 2018, the company chose to work with LTN once again, confident in both the company's quality standards and its ability to maintain uptime for all feeds.

THE SOLUTION

LTN provided a fully monitored and managed IP-based transmission solution with the flexibility and reliability needed to make Boombox's production of the FIA Gran Turismo World Championships 2018 a success. The LTN solution is unique in offering global IP broadcast-quality transmission — point-to-point or point-to-multipoint live video delivery leveraging connections with major networks — with five 9s reliability, SLAs, ease of use, and low latency.

In addition to delivering content to multiple locations, both linear and digital, from a single feed, LTN handled format conversions within its own network, thereby reducing bandwidth requirements in comparison to alternative solutions. LTN's deep knowledge of IP, its expertise in event transmission, and its familiarity with Boombox enabled seamless workflow integration.

"We had worked with LTN on smaller events, and we knew about the company's professionalism," said William Robitaille, director, Boombox. "One thing that

has shined through on this project was LTN's ability to troubleshoot, supported by quick reactions and strong communication."

LTN's fully monitored and managed solution enabled complete visibility into the entire workflow and allowed the company to provide real-time support and troubleshooting. With all aspects of transmission covered, Boombox was able to focus on creating the best possible production.

THE RESULT

"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," added Robitaille. "We were able to meet our clients' multiple-feed-count goals while providing tech solutions to 17 destinations, including international commentators remotely. The process was very smooth, especially considering the fact that our timeline for this series was tight."

Working hand in hand with LTN, Boombox was able to react quickly to last-minute changes. Strong communication between teams enabled Boombox to respond rapidly to growing demand for content and to increase the number of destinations for each event.

Throughout the championships, LTN provided testing and quality control. Continual monitoring empowered Boombox to address its client's primary concern: maintaining the best possible audio and video quality at all times.

"Thanks to the team at LTN, we were able to troubleshoot in timely manner and make smart and informed decisions with our clients," concluded Robitaille. "I wouldn't be surprised to see more inclusion of LTN's transmission solution in future productions we handle, as it allows us to become even more of a turnkey production company."