TELESTREAM

perform

Perform Delivers Near-live Football Highlights for Barclays English Premier League using Telestream Systems

FlipFactory and GraphicsFactory enable delivery of over 60 versions of branded game highlights to over 50 mobile and broadband global licensees within minutes of live game event

"Fulfilment of this contract would not have been possible without the unique capabilities of Telestream's GraphicsFactory which adds complex graphics as part of the encoding process and enabled us to meet our delivery deadline We are extremely pleased with the performance and flexibility of encoding with the FlipFactory engine and with the fantastic customer and technical support provided by Telestream and Boxer to deliver this new service in a very short time."

Andy Measham
Managing Director of Services
Perform

Background

Formed by the merger of Premium TV and the Inform Group in 2007, Perform is a world leader in monetizing sport and entertainment rights in digital media. Headquartered in London, with offices around the world, the company is a major driving force in the commercialization of sport and entertainment rights on TV, on mobile and online.

In June 2007 Perform won a major contract to produce and deliver in-match, near-live branded football highlight clips, delayed highlights and other programming to mobile and broadband licensees on behalf of the Barclays Premier League.

Perform has many years experience capturing, encoding, preparing and distributing video and audio content for client websites. In addition to Barclays Premier League, clients include more than 80 leading English football clubs, entertainment companies such as Virgin Media, Turner Broadcasting and ITV, plus mobile operators such as T-Mobile and Vodafone.

The Challenge

The agreement required that Perform capture games live, edit and produce 4-6 in-match highlight clips plus half-time and full-time round-ups for each game, add XML game details, insert bumpers and trailers to brand the highlights, encode the finished clips to over 60 different versions of 3GP, Windows Media and Flash and deliver the files to over 50 mobile and broadband distribution licensees – all within minutes of goals or major game events and roundups.

The Solution

Perform had already deployed Telestream's FlipFactory and GraphicsFactory workflow automation products to automate high-volume branding and encoding workflows. When they won the Barclays Premier League contract, they turned to Telestream to help meet the challenge.

They expanded their implementation to five FlipFactory and GraphicsFactory systems working in tandem as one load-balanced group using Telestream's FactoryArray™ software to provide failover protection and database mirroring.

The Result

"The implementation was completed on-schedule for the first day of the Barclays Premier League season and performed extremely well," reported Andy Measham, Managing Director of Services at Perform.

"Fulfilment of this contract would not have been possible without the unique capabilities of Telestream's GraphicsFactory which adds complex graphics as part of the encoding process and enabled us to meet our delivery deadline. We are extremely pleased with the performance and flexibility of encoding with the FlipFactory engine and with the fantastic customer and technical support provided by Telestream and Boxer to deliver this new service in a very short time."

The workflow

Perform takes full advantage of the range of workflow automation functions wrapped around Telestream's FlipFactory transcoding engine, to not only minimize labor cost, but actually enable distribution of branded content to dozens of customers in timeframes previously unthinkable.

GraphicsFactory puts a front and back end on each clip which includes Barclays Premier League logo and text. Telestream's MetaFlip™ technology proved extremely helpful getting XML data to Perform's clients. Data includes game details such as scores, names of teams and players who have scored. MetaFlip enables Perform to quickly tailor XML data for each of its clients, so that the providers, and ultimately the viewers, receive a full set of data along with the video. This implementation has since been extended to add local branding and advertising for Perform's telecom providers.

The entire production process is controlled by Perform's own Java-based production management system which instructs the GraphicsFactory servers through XML messages written using the FlipFactory SDK. According to Measham, "The SDK is fantastic. It provides a level of flexibility and control of the encoding process that far exceeds anything we've seen in other SDKs. Our developers loved working with it."

FlipFactory is also used in the production of user-generated media which is uploaded by viewers to Perform for music, football and comedy websites. FlipFactory automatically encodes, processes, and delivers the files in the required formats and resolutions.

Perform's expansion plans include more Telestream workflow automation products which they plan to use exclusively to support an increase from over 50 to more than 80 mobile companies worldwide by the end of this season.

www.telestream.net