

## Lightspeed Live Stream and Capture

Case Study: Auburn



# Auburn University Live Streams Graduations, Football Fan Engagement, and Special Events using Lightspeed Live Stream

They also use Lightspeed Live Capture to record live event video to archival storage

“Our goal was to find a robust, reliable solution that could provide streaming of multiple feeds to various social media platforms simultaneously and recording functionality that we needed, all from a single box. With Lightspeed Live from Telestream, we found the ideal streamlined solution.”

– **Weston Carter, Director of Video Services for Media Systems, Auburn University in Auburn, AL.**

Given the importance of having a strong social media presence, Auburn University—a public research university in Auburn, AL—has invested in affordable, user-friendly technology from Telestream—Lightspeed Live Stream—that its Athletics Department uses to live stream special events, such as:

- Football game day fan engagement videos
- Post-game interviews
- Press conferences
- Graduation ceremonies
- Special campus speakers and talks
- Signing ceremonies

Lightspeed Live Stream takes live video feeds from production switchers, video routers, ISO cameras, or other sources and streams them simultaneously to the University’s Facebook, Twitter, and YouTube channels, as well as its own website.

From its production facilities in the Athletic Video Services Building, Auburn Athletics also uses a companion product from Telestream—Lightspeed Live Capture—to ingest and record live video of sports and special events onto their network attached storage system.

While the University has contracted with ESPN to produce and deliver exclusive live video of its Auburn Tigers Southeastern Conference (SEC) sporting events that the major sports network streams, the use of this integrated Lightspeed Live solution constitutes a completely separate and unrelated workflow.

During live games and special events, Lightspeed Live Capture is used to create an archive of Auburn’s valuable sports footage that can later be repurposed into fan engagement videos, highlights reels, and other promotional materials. It’s also used to record live events video into the archive, while Lightspeed Live Stream simultaneously streams video to social media.



## The Challenge

On the recording side, Auburn Athletics needs to record roughly 350 live events per year, amounting to thousands of hours of programming. For live football, baseball, softball, and basketball home games, this means recording live video produced in one of two control rooms in the Athletics Video Services Building. However, it could also mean recording live video feeds of ISO cameras at different playing fields, sports facilities and arenas across campus.

On the streaming side, the solution needs to run uninterrupted for long periods of time; for example, throughout football gamedays for pregame and ingame events. It must also be able to live stream important events to a mix of social media sites simultaneously, including Facebook, Twitter, and YouTube.

Since this work is often performed by Auburn students and freelancers, as well as permanent staff, the new streaming and recording solution needed to be:

- Easy to learn for new team members
- Easy to set-up and operate
- Reliable and readily accessible for live productions
- Sold and serviced by a single vendor
- Self-contained in a single, affordable box
- Robust enough to produce high-volume, broadcast-quality media

“Lightspeed Live Stream and Live Capture have proven to be affordable, user-friendly systems that run reliably on a single piece of hardware. And, Lightspeed Live Stream simultaneously delivers up to four video channels to the social platforms we need to stream to, all from one box.”

--Weston Carter, Director of Video Services for Media Systems, Auburn University in Auburn, AL.

## The Solution

After successful testing in the first quarter of 2019, the integrated Lightspeed Live solution has since been put into production to run on the same network as the department's two video production control rooms and centralized machine room.

During live sporting events, as the control rooms are busily producing the shows for ESPN, Lightspeed Live Capture operates as a separate, parallel workflow. It can be set-up to ingest that same live game video as it flows through the facility's central video router or via an ESPN video downlink. It can also capture and record live video from SMPTE-fiber-backed ISO cameras positioned at various campus venues.

For special events, such as the graduation ceremonies that take place in the spring and fall, Lightspeed Live Capture can be quickly set-up to record the footage being produced in one of the two control rooms with very little lead time. Events can also be scheduled to record in advance—including the day, start and end time—much like a digital video recorder.

While Lightspeed Live Capture can ingest and record video onto its internal storage, Auburn Athletics prefers to record the media onto network attached storage so that authorized users can immediately access and share it from that central archive.

And, while Lightspeed Live Stream can playback a video file from the network storage, it's set-up to stream live event video. To do so, it immediately processes that video and streams it to social media.

## The Workflow

While both systems run on the same hardware, each has its own unique web-based user interface. From a browser Carter opens two different tabs, and types in the URL for streaming into one, and the URL for recording into the other, and enters the log in credentials. Carter likes having two separate browser tabs for recording and streaming so that trainees can't accidentally confuse the two functions.

From the recording interface, Auburn users select the sources to record, the storage device to use, and then, when set-up is complete, click Record. As part of the recording setup, the operator gives the recording a title, which immediately serves as the metadata to search the archive for that file. To set up live streaming on the Lightspeed Live Stream page, Auburn users select the necessary video inputs or video file from storage, the desired social media destinations, and, once set-up is complete, click Stream.

Via the browser interfaces, the Lightspeed Live solution is accessed and operated remotely as a networked device. The processing hardware is permanently installed in an equipment rack in the central machine room, which is accessible by the two nearby production control rooms. These video production control rooms remotely produce live sports shows from the following locations via the campus fiber network:

- Auburn Arena (men's and women's basketball, volleyball and gymnastics)
- Plainsman Park (baseball)
- Jane B. Moore Field (softball)
- Auburn Soccer Complex (soccer)
- James E. Martin Aquatic Center (swimming)
- Jordan-Hare Stadium (football)

Auburn Arena is also the venue for graduation ceremonies. The same complement of fiber-backed HD cameras is repositioned for basketball games and graduations, as well as moved from venue to venue.



### The Results

“Since students make up a big part of our production team, we wanted to make sure that this Lightspeed Live solution would in fact be very easy to learn and use, yet robust enough for the tasks we need to perform. We found that our students could indeed jump on it and start managing the live streams and recordings. With this greater efficiency, we’re saving considerable time training students, who can quickly be entrusted to handle these important tasks independently. We’re now filling our social media channels faster, while preserving video of our cherished moments and heritage for posterity.”

– **Weston Carter, Director of Video Services for Media Systems, Auburn University, in Auburn, AL.**

### For More Information:

Visit the Auburn University Athletics website:

<http://www.auburntigers.com/>

Learn more about Telestream Lightspeed Live Capture and Lightspeed Live Stream here:

<http://www.telestream.net/lightspeed-live/overview.htm>



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