Leading Edge Edit @home Live Event Production Ready for Mainstream

A tectonic shift is happening with media providers who develop and provide content and want to cost-effectively capture remote video content and improve the agility and quality of the live event production @home.

The market is witness to a growing number of top media providers who are quickly expanding the use of leading edge on location capture and media processing automation from the exclusive focus on mega global events like World Cup to addressing nearly every type of remote event.

Recently, one of our major media customers decided at the last minute to change to an @home approach for a U.S.-based sporting event. The operational agility was compelling. In just two days, they were deployed and ready to go and the results were outstanding. According to the customer, "Editors had access to content that they would not have had access to until the event was over."

Live Remote Edit @home Event Production leveraging unmanaged internet data connections has now become mainstream and the pricing structure is quickly accommodating non-traditional media video content providers.

This award-winning solution enables media providers in search of new and innovative ways to be competitively agile, to achieve operational cost leadership, to up their game with the quality of the services they deliver, and to delight their customers with a top-notch viewing experience.

Telestream, together with IBM Aspera, have made what FOX Sports did at FIFA World Cup Finals in 2018 "mainstream" with a solution that is becoming the de-facto standard for live remote events. The solution achieves the following:

- It is cost effective and available through a consumption-based pricing model.

- It allows on-site staging, staffing, and setup requirements to be streamlined, enabling more events and flexible production schedules.

- It provides powerful scheduling support, centralized process management, and robust web services interfaces that ensure zero friction integration in to production workflow.

- It allows for Edit @home backhaul of production materials over secure low latency connections for instant access by the creative teams to all camera feeds

- It delivers live production assets to the cloud or remote facilities over public internet data connections.

- It provides support for smaller venues where data bandwidth is constrained with integrated real-time live proxy edit workflow.

- It delivers a powerful encoding platform in a small footprint: 1 RU server can transfer 4 HD SDI signals.

- It supports all broadcast production formats, resolutions and frame rates: UHD at up to 60p.

- It provides unparalleled codec support: XDCamHD, ProRes, DNxHD/HR, XAVC, AVC-I and more.

- It provides the ability to author directly to editorial shared storage with full support for Premiere and Avid frame chase editing.

- It allows for cost reductions without comprising quality:
  - satellite-time rental, time constraints and associated equipment (satellite truck)
  - broadcast fiber rental (cost and equipment)

- It provides flexible bandwidth optimization that enables runtime adjustments to be made maximizing available venue resources while preserving production quality deliverables.

FOX Sports FIFA World Cup™ Live Production@HOME Workflow Results

FIFA WORLD CUP RUSSIA 2018 · FOX SPORTS

64 Matches	Successfully delivered 64 matches from 12 venues spread over 1800
>6300 Assets	Over 6000 1080p50 HD and over 300 UHD-HDR records delivered to local and cloud object storage
>1.9PB Transferred	Almost 2PB of mezzanine assets encoded by Telestream and delivered directly in to cloud object storage by Aspera
<10s Latency	Production teams in LA were editing full resolution master assets on their timelines less than 10s after the action hit the camera
250+ ms latency	Telestream & Aspera managed continuous uninterrupted live content delivery over public internet from Moscow to LA in spite of very challenging network conditions
1-3% packet loss	

THE REVOLUTIONARY STORY ON @HOME PRODUCTION THAT CHANGED THE INDUSTRY

Many may recall FOX Sports' coverage of the 2018 FIFA World Cup Finals that delivered more video to viewers in the United States than was broadcast in the prior four FIFA World Cups combined. It truly was revolutionary.

To share a bit of history, FOX Sports sought to cover the 64 World Cup matches in Russia while utilizing their Los Angeles production facilities. FOX Sports needed the following:

• Cutting-edge production workflows that could leverage "home-base" production capabilities to support live event production anywhere in the world.

• Downstream workflows that started immediately, shortening the production cycle that increased content value.

• Avoiding the creation of entirely new facilities in Russia and the movement of significant numbers of staff to Russia for the duration of the tournament.

The solution was a technology partnership between Telestream and IBM Aspera, which enabled high-quality video streaming to remote production teams in near real-time—all over the internet, an unmanaged network. Live captured feeds from Russia during FIFA World Cup were delivered direct to FOX Sports' Los Angeles production facility. There, the creative teams edited while the games unfolded: there was no waiting for files to be first written to disk and then transferred.

They achieved live real-time editing while matches were ongoing by using IBM Aspera FASPStream technology integrated into Telestream's Lightspeed Live and Vantage products.

The award-winning solution enabled FOX Sports to create and deliver more and better content to their audiences which meant, in the end, the 2019 FIFA World Cup viewers ended up with a superior experience.

JOIN THE MAINSTREAM AND UP YOUR GAME

Up your game with Telestream and IBM Aspera. You can request more information on the Edit @home solution and the consumption-based pricing model at http://bit.ly/2I0LxDf. Plus, you can find out more information on the FOX Sports FIFA World Cup Story.

ABOUT TELESTREAM
Telestream provides world-class live and file-based solutions for automated workflow and quality monitoring and management solutions for video that allow consumers and businesses to transform video on the desktop and across the enterprise. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; automation and orchestration; with its iQ product line, Telestream enables the monitoring and management of quality service and experience over any network. Telestream's corporate headquarters are located in Nevada City, California and Westwood, Massachusetts. The company is privately held. More information is available at **www.telestream.net**.