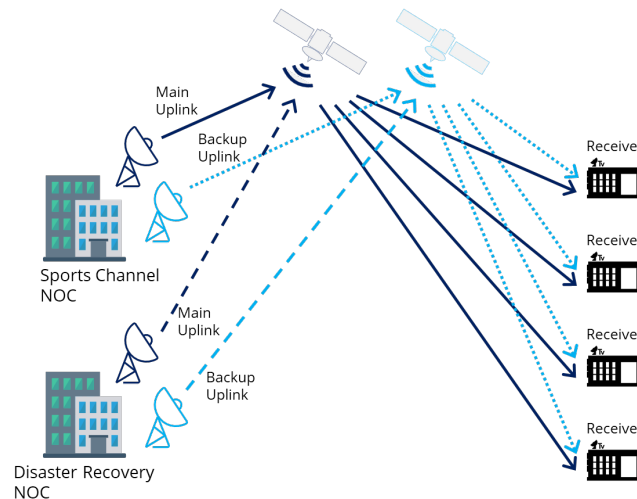


Live Sports Contribution and Distribution

White paper

Keeping live sports feed on air comes at a high price. Five nines (99.999%) reliability dictates redundancy across the board, which means you're doubling the cost of your main link for roughly five minutes downtime a year (on average).

VideoFlow Digital Video Gateway (DVG) help companies streamline live sports feed distribution operations by adding a backup to the main satellite distribution, or by replacing satellite links (primary and backup) completely, with highly reliable distribution network over IP.



VideoFlow offers an efficient all-in-one solution for content contribution and distribution across all your affiliates. Our DVG product line is used for video delivery over any IP network with low latency and reliability levels similar to expensive satellite links or fiber connections.

Reduce costs and simplify your distribution network operations:

- Connect receivers reliably over managed or unmanaged IP networks
- Add backup over any IP network instead of paying for a second satellite link (for an average of 5 minutes downtime per year)
- Deploy sustained, no single point of failure distribution network over IP
- Leverage network statistics and ETR290 stream statistics in real-time to identify issues before they become problems
- Decrease the meantime to repair by remotely managing DVGs at remote sites from your NOC or from home
- Add a reduced bitrate Confidence Return feed to the NOC/MC to visually verify video quality in each receiver.
- Use Confidence Monitoring to visually verify video quality on your smartphone, tablet, or PC.

Sports C&D – Greyhound Use Case



"Using VideoFlow's DVC for contribution and DVG as gateway, enables Greyhound to reach more agencies and viewing venues via a managed cloud based distribution ."

Mr. Tim Banner
Broadcast Systems Engineer
Magna Systems and Engineering

Breaking the racing broadcast limitation

Race content owners are limited on the number of races they can Broadcast, mainly due to OB crews and budget restrictions, which brings them to usually limit their distribution via a single exclusive broadcaster.

By using VideoFlow's DVG and DVC (Digital Video Gateway / Digital Video Coder), each racing organization has the freedom to sell much more live races to multiple sport betting organizations.

The reduced distribution costs of cloud based distribution, enables the content providers to generate new revenue streams by utilizing the cost-effective and secure solution based on VideoFlow's products.

Case configuration description

Each one of the 4 main horse racing tracks is connected via Internet, using DVC with load-share function (Path redundancy), replacing high cost OB production staff with low-cost Internet operations technician.

VideoFlow's DVG at Magna Systems office (the service provider) is used as a Gateway to control and switch between the 4 tracks.

Content hand-off to Telstra is implemented using DVC Decoder with 1+1 redundancy.

Results

- Freedom to sell horse races content to multiple betting agencies.
- Freedom to broadcast more races.

