



Sports & Entertainment

Azzurro & Masergy Deliver Real-Time HD Collaboration Network with Haivision's Mako for NFL

The National Football League (NFL) is the largest professional sports league in the world. The NFL was seeking to implement a high quality, low latency video system for highly interactive two-way interviews between their media center and all studios within practice fields and stadiums across the US. The Azzurro and Haivision/Masergy solution enabled the NFL to deliver fluid, highly interactive communications across remote locations, while maintaining the realism that allows audiences to “stay in the moment.”



Challenge

In order to deliver daily updates from around the league, the NFL was seeking to implement an interactive broadcast system for two-way interviews between their Culver City, CA studios and various remote geographically diverse locations including: 32 NFL team training facilities; NFL films; Hall of Fame; NFL headquarters in New York City and 10 NFL analysts scattered throughout the US. In order to achieve true interactivity and always-on performance, they looked towards HD video over IP networks.

Solution

The NFL selected Azzurro and their Haivision/Masergy powered broadcast signal acquisition system. With the Azzurro system, the NFL could route live feeds to the studio and incorporate two-way video connections for live interviews so remote sites could see the video return in real-time. Haivision's Mako codec systems were used to deliver IP video with the lowest possible latency with full HD quality. The Masergy network provided guaranteed IP connections with the lowest latency, minimal jitter, and near zero packet loss.

Result

The system allowed the NFL to deliver fluid, highly interactive interviews between all remote locations. Sharing of real-time video content was also beneficial for highly interactive discussions of replays shared between participants. The interactive broadcast network enabled the NFL to deliver compelling content in real-time featured nightly on 'Total Access' and as feature components on 'Around the League' and 'Team Cam' programming.

