# Haivision and iStreamPlanet Partner to Deliver "Go-Live" Package for London 2012 Olympic Games

> "The integrated solution allows broadcasters to quickly and efficiently launch multi-channel OTT event coverage."
>
> - Peter Maag, Chief Marketing Officer, Haivision

## Enabling Regional Broadcasters to Deliver Scalable Live Event Streaming on Multiple Devices

As the largest international sporting event in the world, Olympic Games viewership has expanded beyond traditional television broadcasting. With the exponential growth in online and mobile device viewership, as well as access to a variety of simultaneous event feeds, regional broadcasters aim to maximize their rights packages by delivering rich, multi-channel viewing experiences. Increasingly, content owners and rights holders have a desire to stream live content to a broader audience on a wide variety of viewing devices.

In a quest to find the best solution, broadcasters must combine the latest technology and expertise, as well as add quantum scale to their OTT operations. Given the pace of development in online media distribution and the computer power required to drive such a broad multi-channel presence, meeting the challenge internally, for most broadcasters, is not feasible.

Haivision and iStreamPlanet have partnered to create a scalable, turnkey "Go-Live" package which offers a fast, easy and cost effective way to deliver live sporting events to connected audiences. The Go-Live package is an end-to-end streaming solution designed to deliver live streams from events such as the London 2012 Olympic Games, on a variety of viewing devices – including computers, mobile devices and other OTT devices.

## Challenge

Given the opportunities associated with broadcasting high profile sporting events, the London 2012 Olympic Games rights-holding broadcasters (RHBs) needed to explore ways to maximize their rights by reaching out to a broader regional audience on as many viewing devices as possible. In keeping with viewership trends and the advantages associated with a larger audience, RHBs were looking toward live streaming for a broader outreach.

Essential to delivering high quality live event streaming is expertise, experience, and an ecosystem of technology providers - each providing an integral piece of the workflow. As such, the challenge in building, monitoring and managing a live video workflow can be overwhelming to broadcasters.

For RHBs, such as RTE in Ireland, the complexity, time, and investment required to set up an infrastructure to stream large global sporting events is extremely high. As a result, broadcasters can look into working with technology and service partners to help them deliver regional content on multiple devices such as computers, mobile devices and other OTT devices such as Roku™ players.

## Solution

Haivision and iStreamPlanet partnered to provide RHBs with a fast, easy, and cost-effective way to deliver the London 2012 Olympic Games. As part of the Go-Live solution, iStreamPlanet's London-based broadcast operations center powered the live video workflow, while Haivision provided KulaByte™ encoding technology, Hydra™ encoding management, and a multi-channel player environment.

Working with RHBs, iStreamPlanet downlinked 12 streams (in varying resolutions and formats) from EBU satellite feeds to their London-based broadcast operations center. The video was then pushed to Haivision's 26 KulaByte encoders, which encoded each HD feed to a set of very high quality HTTP Live Streaming (HLS) and Dynamic Flash adaptive bit rate (ABR) streams. Hydra was used to schedule and configure KulaByte encoders.

Haivision also developed a customizable, high performance player for all computers and mobile devices that supported channel listings, event guides, active DVR playback/control, as well as advertising.

Akamai provided CDN services and delivered streams to RHBs via their secure HD2 network. Geo-blocking and encrypted stream delivery were critical in order for RHBs to adhere to content use and DRM rules.

## Result

By selecting a cost effective live streaming turnkey solution, such as the Go-Live package, RHBs were able to take full advantage of their rights to the Games by reaching a broader regional audience beyond the traditional "appointment" television broadcast format.

For RHBs who were less experienced with live event streaming, the Go-Live Package decreased the amount of investment (time, money and resources) required while minimizing the risks associated with streaming high profile, large-scale live sporting events.
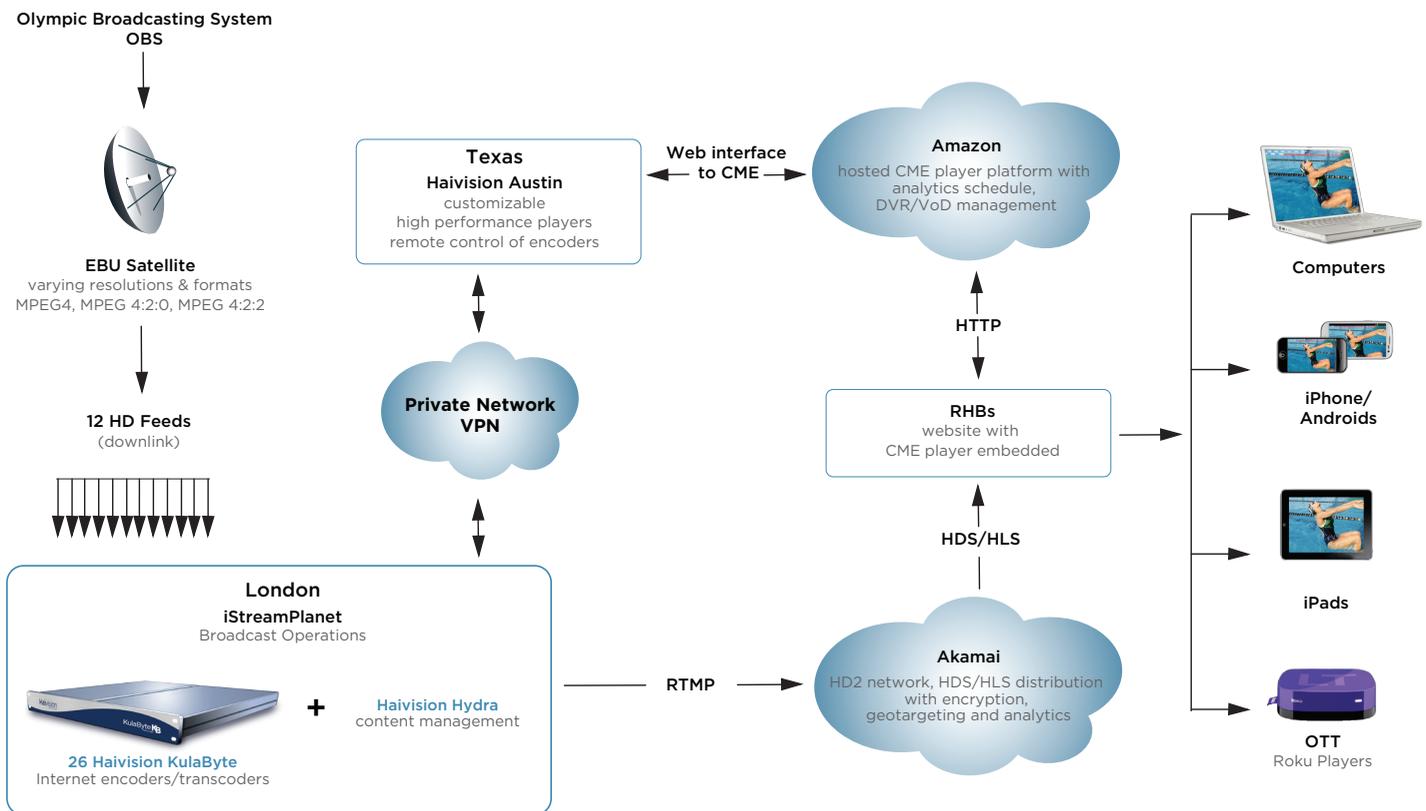
Through a very effective partnership, the "Go Live" package provided RHBs with the ability to stream up to 24 live events simultaneously throughout the Games. Audiences were provided with a premium HD video experience on multiple, connected viewing devices.

Audiences had more flexibility and choice when watching the Games, and could tune in whenever, from wherever, either live or time shifted.

Whether originating as baseband video or IP streams, regional broadcasters can leverage the latest in encoding, transcoding, content delivery network and player advancements to deliver a premier viewing experience to their audiences.

## Go-Live Workflow



The workflow diagram shows:

Olympic Broadcasting System OBS → EBU Satellite (varying resolutions & formats, MPEG4, MPEG 4:2:0, MPEG 4:2:2) → 12 HD Feeds (downlink)

**London** — iStreamPlanet, Broadcast Operations — 26 Haivision KulaByte, Internet encoders/transcoders + Haivision Hydra content management

**Texas** — Haivision Austin, customizable high performance players, remote control of encoders

Private Network VPN

Web interface to CME

**Amazon** — hosted CME player platform with analytics schedule, DVR/VoD management

HTTP

**RHBs** — website with CME player embedded

HDS/HLS

RTMP → **Akamai** — HD2 network, HDS/HLS distribution with encryption, geotargeting and analytics

Outputs: Computers, iPhone/Androids, iPads, OTT Roku Players

## The Go-Live Package includes the following video workflow services:

- Combined source stream acquisition of all real-time feeds from RHBs' licensed feeds via satellite downlink or IP Transport from all desired sports and venues
- Broadcast-quality HD encoding to ABR streams with Haivision's KulaByte technology
- Multiformat encoding in Dynamic Flash® and Adaptive HLS formats in five bitrate levels up to 720p
- Turnkey and template players available, including a 12-window custom-skinned player with one-click full-screen action
- Multiformat streaming to all devices — including PCs, Macs®, iPhones®, iPads®, Androids™, and other OTT devices, such as Roku™ players
- Geo-blocking and encrypted stream delivery
- CDN services provided via Akamai's Secure HD Network

For more information about the Go-Live Package contact Haivision at **sales@haivision.com**
or iStreamPlanet at **olympicslive@istreamplanet.com**