

# FIFA World Cup 2018

SWR / ARD Sportschau

Using Make.TV's Live Video Cloud and Playout to deliver great content across platforms during the world's biggest sports event.



**About SWR**

Südwestrundfunk (SWR, “Southwest Broadcasting”) is a regional public broadcasting corporation serving the southwest of Germany, specifically the federal states of Baden-Württemberg and Rhineland-Palatinate. The corporation has main offices in three cities: Stuttgart, Baden-Baden, and Mainz. It broadcasts on two regional tv channels and six radio channels. It is the second largest broadcasting organization in Germany and member of the Association of Broadcasting Organizations under public law in Germany (ARD). Within ARD, among others, SWR has the leadership for ARTE, the web-presence of ARD.de and funk, the youth Content Network of ARD and ZDF. SWR, with a coverage of 55,600 km<sup>2</sup>, and an audience reach estimated to be 14.7 million. SWR employs 3,800 staff members and a multitude of freelancers in its various offices and facilities.

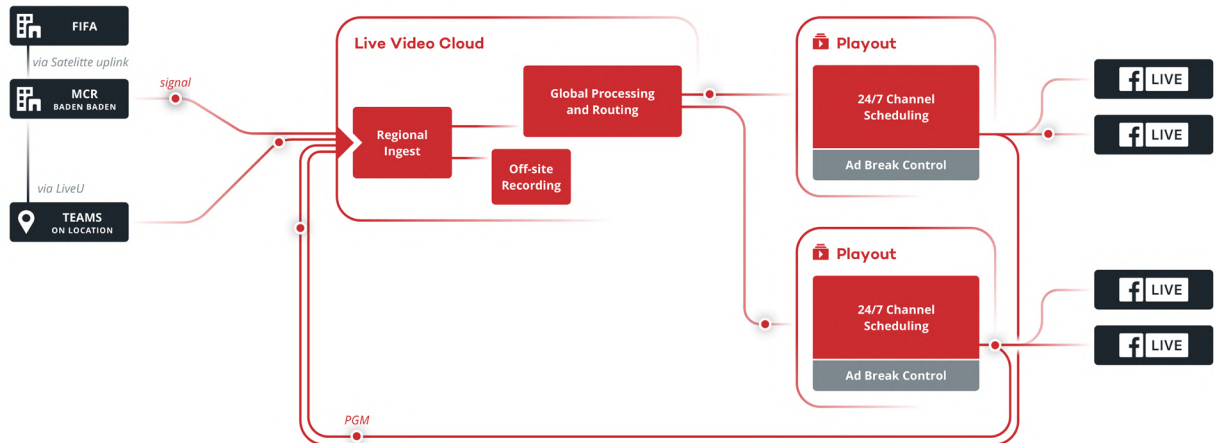
Delivering live sports broadcasts to fans on TV and online always creates challenges. Held in the world’s biggest country, over four time zones and the course of a whole month, the FIFA World Cup in Russia was the biggest sports tournament of all time – with half of the world’s population tuning in.

**Challenge**

SWR acted as the centralised production house for all German public coverage and the technical and operational broadcaster for all online activity by the ARD network. It needed a solution that would enable it to reach audiences on whatever platform they may be on. This meant a system that would streamline production, allowing SWR to manage all activity centrally, integrating scheduling of on-demand content alongside live linear and live social – all without compromising on station branding and graphics.

### Workflow

Make.TV's Live Video Cloud and Playout were used in combination to deliver live feeds to social media platforms from SWR's National Broadcast Center studio in Baden Baden, which acted as the centralised production house for the ARD network.



SWR used two Make.TV Playouts to simplify management. FIFA original and SWR mobile unit feeds from all 12 stadiums as well as additional content from SWR's studio in Baden Baden was acquired. All feeds were routed from SWR's encoder farm to Make.TV's Live Video Cloud so they could be easily re-routed and published. This enabled editorial teams to work with live or near live streams and integrate content such as trailers, player descriptions and more before playout to social platforms such as Sportschau's Facebook and Twitter channels. All while ensuring consistent station branding.

**Result**

Using both Live Video Cloud for video acquisition and processing alongside Make.TV's Playout to deliver content to a variety of online outlets enabled SWR to benefit from consistent, high quality content that could be centrally managed for different channels. The feeds, all customized to suit online and linear video consumption resulted in significant conversations on ARD's Sportschau Facebook page, with over 700,000 likes and close to 100,000 people talking about the tournament over the period.

“ Make.TV is our partner of choice for social media live playout. It was great to work with them to help us handle the FIFA World Cup in Russia on Facebook and Twitter. Combining Live Video Cloud for processing of content to all channels with Make.TV's Playout for delivery to radically different outlets played was the best way to solve it.

— *Sascha Schwoll, Head of playout-center, MCR, quality control at SWR*

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# Fact Sheet:

## FIFA World Cup 2018

<b>Customer</b>	SWR
<b>Customer since</b>	March 2017
<b>About the Customer</b>	<ul style="list-style-type: none"> <li>• regional public broadcasting corporation</li> <li>• main offices in three cities: Stuttgart, Baden-Baden and Mainz</li> <li>• two television channels and six radio channels</li> <li>• second largest broadcasting organization in Germany</li> <li>• audience reach estimated to be 14.7 million</li> <li>• SWR employs 3,800 staff members and a multitude of freelancers</li> </ul>
<b>Challenge</b>	<ul style="list-style-type: none"> <li>• managing live and pre-recorded feeds from various locations over the course of a month and curating content from masses of live video</li> <li>• reaching audiences across varied channels, with consistent branding</li> <li>• generating high value programming to attract audiences to SWR and ARD online outlets</li> </ul>
<b>Workflow</b>	<ul style="list-style-type: none"> <li>• signals from FIFA's 12 stadiums and on-site mobile units sent to NBC Baden Baden and processed via Live Video Cloud</li> <li>• 2 Make.TV playouts to manage different branded channels and parallel content happening live (i.e. interviews with Players and simultaneous press conference)</li> <li>• All sources recorded in the Cloud and re-routed into Live Video Cloud to use near-live</li> <li>• destinations included Sportschau.de, Sportschau Facebook and Twitter page, linear TV and feeds used for additional feeds.</li> </ul>
<b>Result</b>	<ul style="list-style-type: none"> <li>• consistent, live delivery to studio and social channels</li> <li>• Live engagement online throughout the tournament resulting in almost 100,000 people turning to Sportschau's Facebook page</li> </ul>
<b>Make.TV product</b>	Make.TV Live Video Cloud and Playout

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