

Olympics 2016 in Rio

FOX Sports Latin America/FOX Sports Brasil

How FOX Sports Brasil complemented their linear production infrastructure with live content during Summer Olympic Games in Rio de Janeiro.



**About
FOX Sports Latin America**

FOX Sports Latin America is a Latin American cable and satellite network that is owned by Fox Latin American Channels, a unit of the FOX Networks Group subsidiary of 21st Century FOX. The network focuses on sports-related programming including live and pre-recorded event telecasts, sports talk shows, and other original programmings, available throughout Hispanic America. The network is based in Buenos Aires, Argentina, Bogotá, Colombia and Mexico City, Mexico.

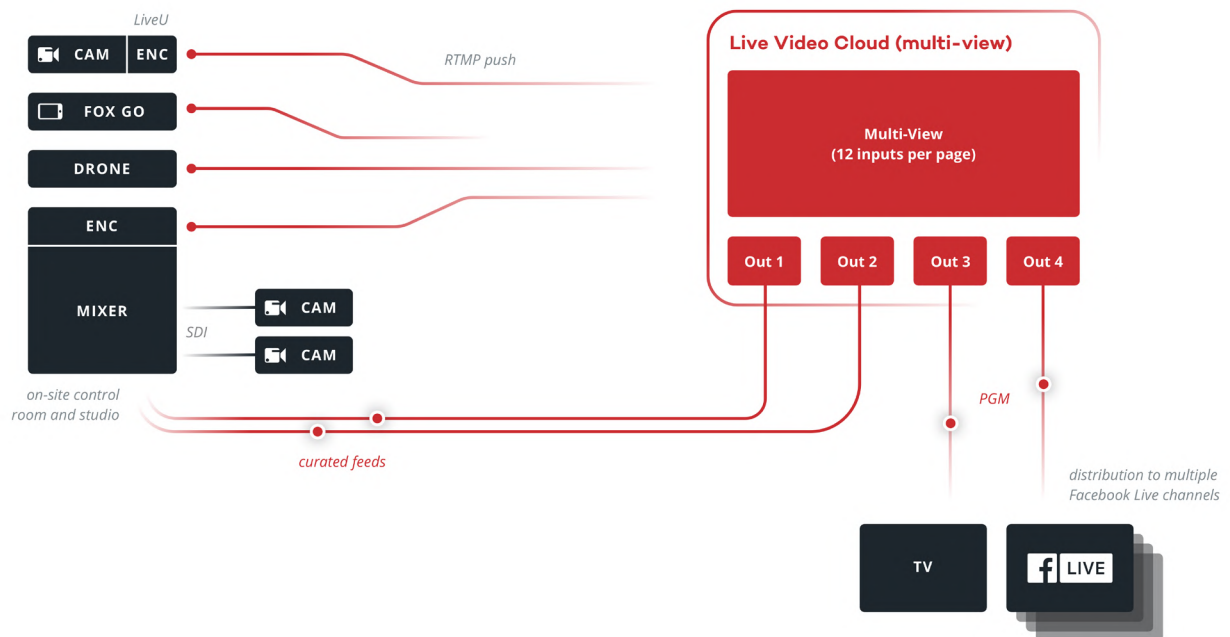
In the summer of 2016, the world's eyes were on Rio de Janeiro, Brazil, for the Summer Olympic Games. Make.TV was there for FOX Sports Brasil's launch of the Live Video Cloud to complement their linear production infrastructure with live content features.

Challenge

With the responsibility to broadcast one of the most relevant sports events around the globe, FOX Sports Latin America was faced with the challenge to advance their existing production workflows in order to integrate live signals from a multitude of different sources into their on-site linear production workflow.

Workflow #1

After arriving in Rio de Janeiro, the Make.TV team set up a meticulous checks and balance system to ensure FOX Sports could integrate signals from Make.TV's Live Video Cloud into their existing on-location production infrastructure. Feeds needed to be acquired from mobile phones, LiveU units, drones as well as Periscope.



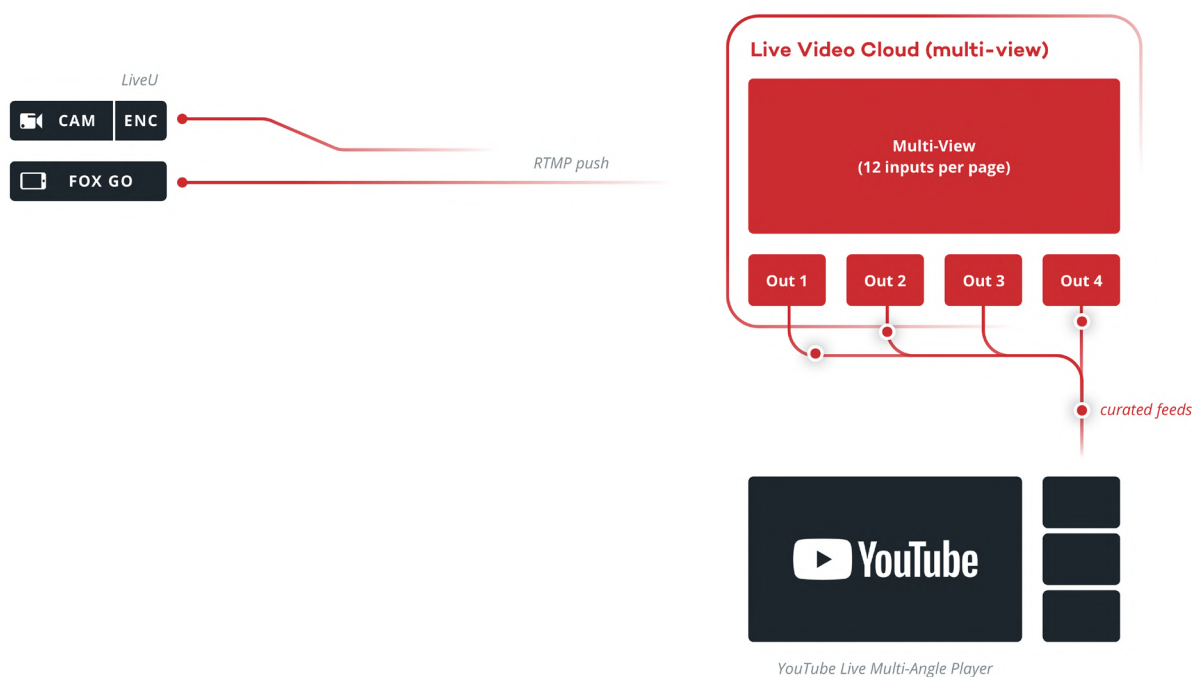
Once the content was ingested from various sources, it needed to be made available for potential use in future broadcasts on-air and multiple Facebook channels.

During the Summer Olympics, Make.TV's Live Video Cloud was mostly used to produce and broadcast live shows on Facebook, in which Brazilian and Chilean hosts commented on the activities and results of the competitions and reacted to viewers' questions.

Workflow #2

For the coverage of the FOX opening party, a different setup had to be used. Five mobile reporters were equipped with the FOX GO app. Professional cameras were connected to LiveU devices which sent their individual views into Make.TV's Selector.

From here, four of the five signals were constantly broadcasted



through a YouTube multi-angle event player. The on-location support provided by Make.TV was complemented by the stellar production team at FOX Sports Brasil. Make.TV is proud to have been a part of the world's biggest sports event through this partnership.

Result

FOX Sports Latin America reached up to 90k concurrent viewers on Facebook with daily 30-40 minute segments and created an interactive viewing experience. Besides that, Make.TV provided a flexible and ad-hoc scalable ingest solution complementing their on-site linear production workflow.

Since Olympics FOX Sports Brasil utilized Live Video Cloud to broadcast a multitude of sports-related events like training sessions, press conferences, and player interviews.

“ Make.TV’s cloud-based live streaming technology came to stay. It is time to integrate this system in our infrastructure and use this big opportunity for our social media platforms, websites and studio. Our plan is to bring the energy of the city closer to the people. So they can be part of this game. Be prepared!

— *Allan Caldeira, New Technology Coordinator at FOX Sports Brasil*

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Fact Sheet:

Olympics 2016 in Rio

Customer	FOX Sports Latin America/FOX Sports Brasil
Customer since	July 2016
About the Customer	<ul style="list-style-type: none"> • latin America cable network • owned by FOX Latin American Channels, unit of the FOX Networks Group • focused on sports-related programming including live and pre-recorded events, interviews, press conferences, talk shows
Challenge	<ul style="list-style-type: none"> • broadcast for one the most relevant sports events around the globe • ingest live signals from a multitude of sources including mobiles, LiveU units, and drones • use live signals in the on-site linear production workflow • publish signals on Facebook and YouTube multi-angle event player
Workflow	<ul style="list-style-type: none"> • set up a meticulous checks and balance system • live signals acquired from mobile phones, LiveU units, drones as well as Periscope • broadcast live shows on Facebook and react to viewers questions • five mobile reporters were equipped with the FOX GO app • professional cameras were connected to LiveU devices which sent their individual views into Make.TV's Selector • four of the five signals were constantly broadcasted through a YouTube multi-angle event player
Result	<ul style="list-style-type: none"> • reached up to 90k concurrent viewers on Facebook with daily 30-40 minute segments • created an interactive viewing experience • flexible and ad-hoc scalable ingest solution complementing their on-site linear production workflow
Make.TV product	Make.TV Live Video Cloud

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