

Remote Production for Sports

SRF/tpc

Decentralized Live Production for Social:

How SRF used 4G live video signals and a decentralized signal mixing setup for broadcasting on Facebook Live.



About SRF/tpc

SRF, the Swiss broadcasting company, is the largest electronic media house of German-speaking Switzerland with about 2,150 employees in three main studios in Basel, Bern, and Zurich. As the technical service provider, tpc plans and supports productions with innovative technologies and consulting competence to leverage successful projects.

Up in the mountains of Arosa, Switzerland, SRF produced a live broadcast of the world's speed record in backward skiing. Make.TV's Live Video Cloud was an essential component to ingest and pre-select live signals for final production.

Challenge

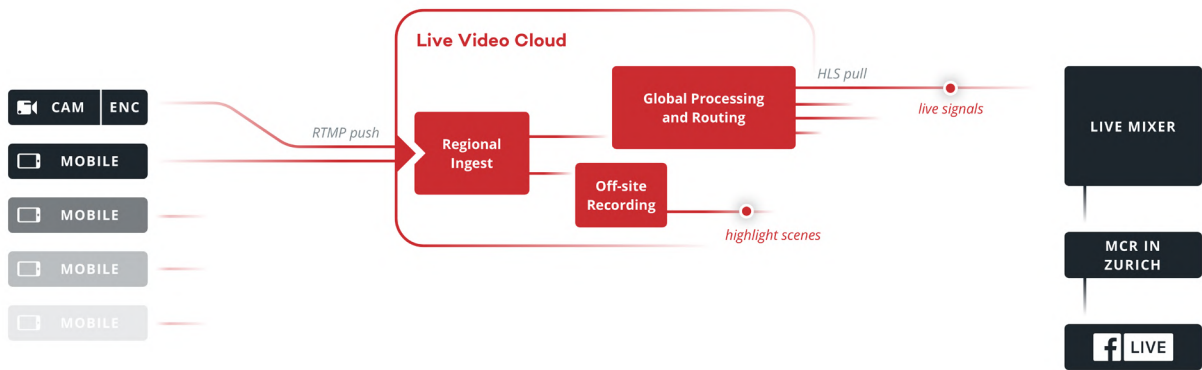
As a public broadcaster, SRF has a notable interest in providing informative and entertaining live content. With the rise of live streams on social platforms, SRF, as other broadcasters, faces the challenge to produce unique and engaging content cost-effectively.

Workflow

youtube.com/watch?v=I1ch8LZgr4k

In February 2017, SRF3 Radio covered the world record attempt in backward skiing of Elias Ambühl in Arosa, Switzerland. After prior testing of the Swisscom 4G network availability within the area and waiting for optimal weather conditions, everything was set up for a promising run.

The on-site crew, equipped with iPhones, captured live footage from 5 stationary and mobile positions distributed along the downhill track. In addition, one broadcast camera with a long lense and connected 4G encoder delivered footage with a higher depth of field. All ingested signals were automatically recorded and therewith available for highlight cuts from the first minute.



Within Make.TV Live Video Cloud live signals were pre-selected and routed to Telestream Wirecast for final live mixing. LVC's cloud IO dissolved the natural limitation of hard-wired input signal routing, based on on-site hardware and traditional OB-Van setups. The final PGM was transmitted to Zurich where invariably all of SRF's signals are handled before final distribution, in this case: Facebook Live.

Result

Connecting Make.TV's Live Video Cloud to a live mixing solution like Telestream Wirecast freed SRF from on-site hardware limitations to handle an unlimited amount of inputs.

SRF's broadcast was a pioneering example of engaging entertainment on Facebook Live and beyond that went viral through all media including CNN Sports, Eurosports, ZDF, RTL, Twitter, YouTube as well as print.

Make.TV enables SRF/TCP to set up scalable and flexible, decentralized production teams for cases where cost-effectiveness is key.

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We want to standardize and optimize Make.TV as a product within tpc's portfolio provided to SRF. Live Video Cloud enables us to run productions even in circumstances where ordinary setups would not be cost-effective in order to deliver content to specific audiences.

— *Torsten Blank, Head of Online Department at tpc (CH)*

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Fact Sheet:

Remote Production for Sports

Customer	SRF/tpc
Customer since	January 2017
About the Customer	<ul style="list-style-type: none"> • tpc is the technical provider for the Swiss public broadcaster SRF • SRF is the largest electronic media house of German-speaking Switzerland with about 2,150 employees • three main studios in Basel, Bern, and Zurich
Challenge	<ul style="list-style-type: none"> • adapt to rise of live content on social platforms • produce unique, engaging content cost-effectively • decentralization of a production workflow
Workflow	<ul style="list-style-type: none"> • live footage captured with 5 iPhones along the track • broadcast camera with long lense and connected 4G encoder • live signal ingest via 4G only • pre-selected signal were routed to a live mixing solution • final PGM transmitted to SRF's central in Zurich before final distribution to Facebook Live
Result	<ul style="list-style-type: none"> • dissolving on-site hardware input amount limitation due to hardware of live mixing solution • went viral through all media including CNN Sports, Eurosports, ZDF, RTL, Twitter, YouTube as well as print • pioneering example of live content on social • scalable, flexible and decentralized live video workflow
Additional Resources	<ul style="list-style-type: none"> • Case Study Video: youtube.com/watch?v=11ch8LZgr4k • Live: facebook.com/srf3/videos/10154587090208402 • Highlights: facebook.com/arosa.swiss/videos/1444366612281795
Make.TV product	Make.TV Live Video Cloud

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