

INSTANT ACCESS TO LIVE MATCH CONTENT

HOW A FOOTBALL FEDERATION SOLVED
ITS NEAR-LIVE MATCH CONTENT
WORKFLOW CHALLENGES



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INTRODUCTION

This is the story of how a major football federation overcame its media production workflow challenges leading up to a major tournament.

In preparation for the event, the federation encountered a problem around making near-live match content available to sponsors and partners from an archive during the tournament, and how to make edited highlights packages available to fans in its new streaming app almost instantly after the end of a match.

Read on to discover the steps this football organisation took to solve this challenge.



THE CHALLENGES

CUSTOMER ARCHIVE

The football federation had been using an out-of-date archive system with little control over metadata, and had challenges integrating the system or linking it to new content being produced. During previous tournaments, the media team could only upload match footage to the media archive after they returned to their headquarters post-event, which meant there was a significant lag-time for content to be available.

A flexible, integrated archive was needed for all its content, including automated workflows. This would enable all footage captured during live events to be ingested into the archive in near real time, so sponsors and partners could access and download it.

The organisation wanted ENG files and rushes taken directly from camera recordings to be uploaded while the production teams were still on-site at a live event. In the context of the tournament, this included every camera angle recorded at the broadcasting centre during matches. This change would allow the teams to populate their media archive in near-real time rather than waiting weeks or months to do so.

OTT CHANNEL & APP

Six months before the start of the tournament, the customer launched its proprietary streaming channel and app. But the football federation needed to solve the challenge of how to process, edit and push all of the highlights packages and news content edited from live games during the event into the app within one hour of the end of a live match.

Third-party content, meanwhile, had to be ingested seamlessly from news outlets, live content feeds, manual web uploads, automated file ingests and global social media platforms. Media files would need to be made available to the customer's producers to edit remotely in the cloud using Blackbird, before finished content could be pushed back out live to the OTT app and website for consumers to view. And all in lightning-quick time.



THE CUSTOMER SAID THAT IMAGEN WAS THE MOST STABLE OF ALL THE SYSTEMS THEY USED TO ENABLE CONTENT PRODUCTION AND DISTRIBUTION DURING THE TOURNAMENT.

"It has been a phenomenal effort on so many fronts, and I couldn't be prouder of what's been achieved.

- **Hundreds of highlights edited and turned around at a lightning-fast pace**
- **Press conferences covered in multiple languages**
- **Spinning up live feeds at short notice**
- **Millions of hours of live content watched."**

DIGITAL PRODUCT DEVELOPMENT MANAGER

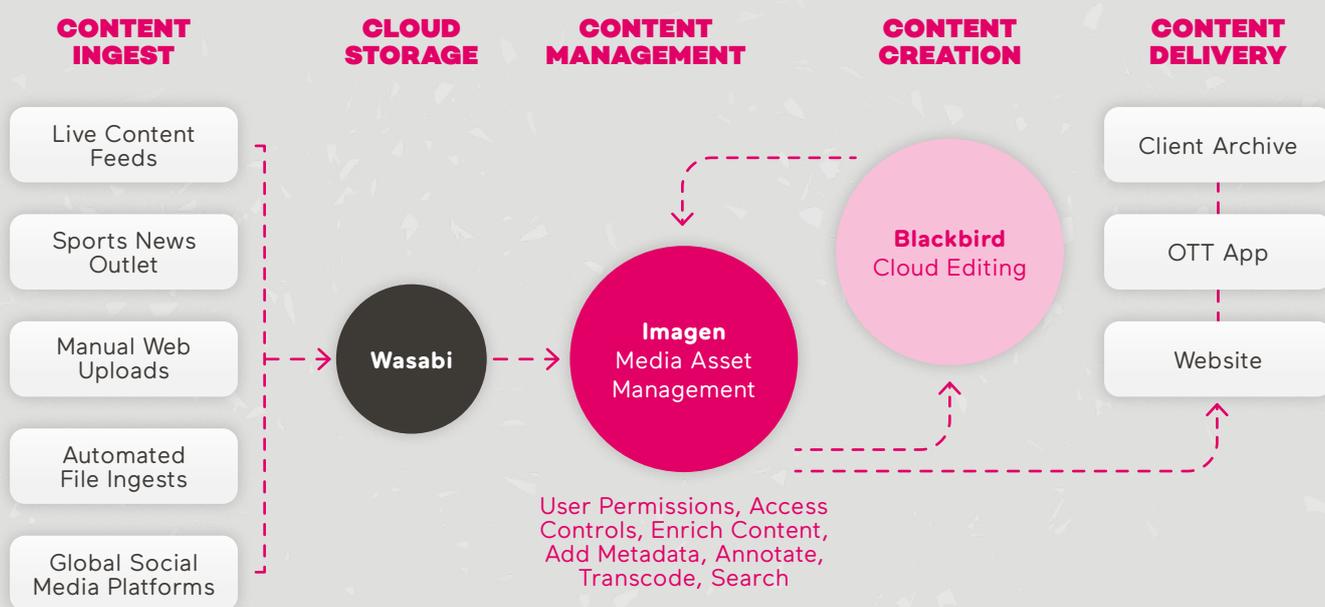


THE SOLUTIONS

Two Imagen **media asset management (MAM)** platforms were provided for the customer, one for each business need. Throughout 2022, many workflows were tested and optimised by the Imagen team to achieve the content ingest and delivery goals required for both systems. The outcomes were:

- An automated end-to-end workflow to ingest new content from every camera at every live match into the archive.
- Workflows enabling the ingestion, storage, editing, management and distribution of highlights packages and other edited news content to the OTT app, streaming channel and corporate website.

The following diagram illustrates the workflows for the OTT channel and the Archive.





HOURS OF CONTENT UPLOADED

ARCHIVE - **7606.9***

OTT APP - **4,460***

THE RESULTS

THE ARCHIVE

The archive media asset management platform and the workflows created by Imagen gave the customer the access they needed to near-live match content during its big tournament, and every match was ingested in HD or UHD.

The archive utilised Wasabi hot cloud storage, enabling footage to always be immediately accessible without additional fees for ingress or egress. It could then be shared with external sponsors easily and without friction. Internal users, external sponsors and other stakeholders with correct permissions were able to search, clip, and download official content quickly to include in their marketing activities.

The archive content was made available to the whole of the client's organisation and since the tournament, over 1,200 new records have been repurposed for internal projects, as well as forming part of a footage sales catalogue that buyers can access directly from the archive.

The volume of new content added to the archive in the four weeks of the tournament was estimated at around 800 TB. Put in context, this equates to nearly a third of the existing archive, which dates back to 1930.

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*Total figures in the storage accounts at the time of writing.



OTT CHANNEL & APP

During the tournament, the following teams delivered content to the OTT media asset management (MAM) platform before it was pushed out to be published on the OTT apps, channels and websites.

- **Editors using Blackbird** – Imagen created workflows that pushed raw match content to the Blackbird remote cloud editing solution in near real-time, where they could be edited into highlights packages. The finished footage was returned to the Imagen platform via an API and distributed out to the app, channel & website to be published within one hour.
- **Corporate website** – The Imagen platform was used to store various content for auto-publication on the corporate site.
- **Media website** – Imagen was used to store and publish press conference content to a website that is only accessible by the media.
- **Referees** – The official referees had their own workflow created to store their match feeds on the OTT media asset management platform. These feeds were separate to the world feed and confidential, as they contained the referee discussions during each match. Like the archive team, the referees used Imagen to store content in the cloud and make it available almost instantly for review.

The OTT app and streaming channel were a world-class digital destination for the sport's fandom during the tournament and remains so today. Every piece of content seen on the app passed through the media asset management platform created for the app, and through the workflows designed by Imagen to get the right content into the hands of fans in lightning-quick time after every match.

Since the launch of the OTT service, the requirements have grown significantly, and the Imagen platform and workflows are now used by other departments within the customer's organisations who need to publish video content to other websites and apps owned by them.

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ABOUT **WASABI**

Wasabi is the cloud storage partner, providing simple, predictable and affordable hot cloud storage for the customer throughout the tournament and continuing today. It enables organisations all over the world to store and instantly access an unlimited amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston. Wasabi is a Proud Partner of the Boston Red Sox, and the Official Cloud Storage Partner of Liverpool Football Club and the Boston Bruins.

Follow and connect with Wasabi on [Twitter](#), [Facebook](#), [Instagram](#), and [The Bucket](#).

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ABOUT IMAGEN

Imagen is the leading cloud-based media asset management platform. Used by media companies, sports brands and enterprise organisations who own and manage large amounts of video content, it enables them to drive more value from their content libraries.

All these organisations face the same challenge: how to store, manage and distribute media content fast and securely across borders and boundaries.

Imagen provides a convenient and cost-effective way to manage, market and securely deliver large volumes of high-resolution video content.

Media executives can manage content easily, find footage fast, and get it out to stakeholders around the world with ease, even at huge file sizes. With lightning quick, secure and highly controlled cloud-based access to video content, Imagen protects the past and preserves media for the future.

Companies like the English Premier League, Chelsea Football Club, WTA Media, IMG Replay, MLB, MLS, NHL and many other large media & sports organisations use Imagen to get the most out of their video.

GET IN TOUCH WITH IMAGEN

To discuss your video management, delivery and distribution requirements, please contact us and one of the team will be in touch.

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