

# RapidUsers

Digital Rapids Powers Live Streaming of Hundreds of Events Annually for World Sport Group

**The User**  
World Sport Group,  
Singapore

**The Challenge**  
streaming and management  
of hundreds of live  
sporting events

**The Solution**  
StreamZ and Digital Rapids  
Broadcast Manager

*"It is essential for us that all the equipment is robust and reliable and the StreamZ encoders deliver on all counts, with Broadcast Manager making the management of multiple streams really easy."*

*"The introduction of the Digital Rapids equipment has helped to open up new revenue streams for our company, giving us a great return on our investment."*

by James Leow, Head of Digital Media, World Sport Group



worldsportgroup

BEIJING BEIRUT HONG KONG MUMBAI  
SYDNEY SINGAPORE TOKYO

Headquartered in Singapore, World Sport Group ([www.worldsportgroup.com](http://www.worldsportgroup.com)) is Asia's leading sports marketing, event management and media company. We have been at the forefront of Asian sports since 1992, producing over 600 days of sports events and more than 1,000 hours of sports programming annually, across more than 30 countries in the region.

World Sport Group is the exclusive marketing partner of the Asian Football Confederation (AFC, [www.the-afc.tv](http://www.the-afc.tv)) and the ASEAN Football Federation (AFF), and is a major stake-holder in Asian golf as the organiser of the Barclays Singapore Open, Hero Honda Indian Open, the SAIL Open Golf Championship, Thailand Open, Volvo Masters of Asia, the Mercedes-Benz Tour and the Omega China Tour.

The Group, in partnership with Sony Corporation, was awarded the global media rights for the Indian Premier League, the new Twenty20 cricket competition. This 10-year deal is valued at over US\$1 billion. World Sport Group is a member of the Consortium that will build, manage and operate the Singapore Sports Hub.

World Sport Group holds the digital rights for the continent's leading club and national team football competitions, including the AFC Champions League (the premier club team tournament in Asia); FIFA World Cup 2010 Asian qualifying rounds; AFC Asian Cup 2011 (the marquee national team event); the Asian football qualifying rounds for the 2012 Olympic Games; and more. To facilitate the huge volume of live streaming to exploit these rights, we sought a robust streaming solution that could be easily managed.

We consulted with our partners at Perform Group, the global digital sport and entertainment specialist, who introduced us to the Digital Rapids product line. Finding the Digital Rapids solutions well-suited for our needs, we purchased eight StreamZ encoding systems with the Digital Rapids Broadcast Manager multi-encoder management software. The systems were supplied by Digital Rapids reseller Sebastian Ang of Mediamatic System International Pte Ltd.

## The Workflow

We chose the 1400xs model of StreamZ, which comes equipped with an SDI interface for video and embedded audio. This allowed us to seamlessly integrate the encoders into our existing SDI routing infrastructure. Live satellite feeds are sent to the StreamZ encoders as SDI video, with either embedded SDI audio or analog audio. The input sources are encoded into the On2 VP6 format for viewing through Adobe Flash, with the encoded output streamed live over a 10Mbps "pipe" to our chosen Content Delivery Network, Akamai, for distribution.

At the same time, highlight clips of these matches are produced in our post production facility. The finished clips are dropped off into a watch folder, from which StreamZ automatically transcodes them and uploads them to our client's FTP server.

With more than 300 football matches available annually via satellite, easy management of the streaming is critical. We manage the daily streaming of these matches via the Digital Rapids Broadcast Manager software, which controls and administers the encoders across our internal network. Broadcast Manager centralises the management and control of the encoders, with mosaic-style multi-channel monitoring, scheduling, node management and more. Broadcast Manager's failover and "self-healing" recovery capabilities automatically respond to problems and failures with minimal disruption.

It is essential for us that all the equipment is robust and reliable and the StreamZ encoders deliver on all counts, with Broadcast Manager making the management of multiple streams really easy. The introduction of the Digital Rapids equipment has helped to open up new revenue streams for our company, giving us a great return on our investment.



**About the Author** - James Leow, Head of Digital Media at World Sport Group, has been in the broadcast industry for almost 14 years, including seven as a Broadcast Engineer in a leading post production house and a business news channel. James joined World Sport Group in 2003 to manage the post production facility headquartered in Singapore, which produces award winning sports magazine shows for global distribution. In addition, he is also responsible for developing and managing World Sport Group's Digital Media department where he has built the necessary architecture to capitalise on the digital rights of their sports properties.