



CASE STUDY

COMPLETE MCR SOLUTION & POST-PRODUCTION

200 HOURS A WEEK OF LIVE
PREMIUM SPORTS BROADCASTING



Complete MCR and Post-Production Solution: 200 hours a week of live premium sports broadcasting

With more than 200 live hours of world class sports competitions every week, Eleven Sports Portugal chose wTVision's technological hub in Lisbon as its playout centre, relying on the company to deliver trustworthy services for Playout Automation, specialized operators and Post-Production.

The premium sports channel began broadcasting in Portugal on August 2018 and wTVision provided the complete package to build six channels from the ground up. Playout Automation based on wTVision's products, specialized staff and operators as well as a Post-Production team that is responsible for all on-air creativity and promotional content for Eleven Sports Portugal.

Challenge: Building a channel from the ground up

The integration of Eleven Sports Portugal in wTVision's technological hub and playout centre came with the huge challenge that is the playout of premium sports channels, with an ever-changing schedule and unpredictability at every moment. Eleven Sports was looking for more than a playout software: they needed to build a complete MCR ecosystem. That's when wTVision expertise came into play providing the technical infrastructure, specialized staff and state-of-the-art software, that permitted the channel to be fully prepared to go on-air in record time.

Luís Barradas, wTVision's MCR Coordinator in Lisbon, claims that besides the natural infrastructure challenges, that came with the accommodation of such a big project in wTVision's playout center, his team had to be familiar with the technicalities and specific timings of Eleven Sports' premium content: «The biggest challenge that we had was to create a new team in a short period of time and, together with Eleven Sports, understand how we could make the best live broadcasts».

The live broadcasts represented nothing less than some of the world's biggest competitions, exclusively broadcasted in Portugal by Eleven Sports. UEFA Champions League, La Liga, Bundesliga, Ligue 1, Formula 1 and even NFL were now being distributed to Portuguese fans from wTVision's technological hub and the team's priority was to find an effective way to playout such relevant content.

wTVision was able to provide an efficient playout automation, thanks to its scalable and flexible software, but also a team of specialists and improved facilities to respond to all video and audio demands. «We're actually a one stop shop for Eleven Sports», stated wTVision's CTO Alex Fraser. From signal reception to commentary booths, ingesting, sequencing and playout of up to six simultaneous channels, that are distributed for cable and satellite (as well as OTT), Eleven Sports found both a production house and a software house.

Complete MCR Solution: Playout Automation, Software and Specialized Human Resources

Eleven Sports Portugal is integrated in wTVision's 24-hour MCR center and its dedicated technical operation was built considering the long hours of live broadcasts. More than 200 live hours of sports scheduled every week demanded a dedicated team of specialists, with a clear sense of what to expect when handling the playout of such a particular content as sports.

The team, created specifically for this project, is divided in two specific areas: ingest and playout/channel control. With the aid of three supervisors and one MCR coordinator, a team of eleven specialized operators, six of them dedicated to playout and five to ingest, work continuously on Eleven Sports' live broadcasts.

“ **All of the software stack
is based on wTVision's products.**

Alex Fraser, wTVision's CTO

«Since we are already a Master Control Room that works for 24 hours, the operation that we dedicate to Eleven Sports is based on their live shows. When there are no live matches, our regular operators, that were already part of our channel centre, take over the playout». That was, according to Luís Barradas, MCR coordinator, one of the factors that allowed the project to be settled and ready to go on air in such a short period of time. For the MCR Coordinator, wTVision offered the tools and the technical know-how that comes with years of experience implementing channels in a fully functional MCR.

But there was another key factor for the success of this partnership and that was wTVision's software development: «wTVision's products were completely prepared for Eleven Sports' needs». In fact, all the project was built around wTVision's MCR solutions, which allowed everyone involved to save time and to respond much faster to any setbacks.

«All of the software stack is based on wTVision's products. Ingest runs on Media Tools, Playout is a combination of our automation (ChannelMaker Sequencer and ChannelMaker Playout) and that is driving wTVision's Media Server and R³ Space Engine, our real-time 3D engine for graphics. All of it is wTVision, from top to bottom», stated Alex Fraser, wTVision's CTO.

For each of the four main Eleven Sports channels, wTVision has four playout systems (main and backup). The playout system is equipped with a changeover, that automatically detects problems and changes to backup, guaranteeing a flawless broadcast. For the pop-up channels, that only go on air according to specific scheduling, wTVision provides one playout system for each. As for Ingest, Eleven Sports' workflow is equipped with four systems that run continuously.

According to Alex Fraser, the collaboration with Eleven Sports has allowed wTVision to develop its products and immediately respond to the client's need, given the proximity of the developers with the Eleven Sports' team and the flexibility of the software. «It makes communication a lot easier and we can just go ahead and make last minute judgement calls and decisions, and try to keep the channel the more interesting possible».

The project was welcomed by everyone involved in developing and creating wTVision's MCR Solutions. The company's expertise and wide range of integrated workflows made it possible to build a team from scratch, provide the full software stack and playout automation, and even adjust its infrastructures, to make sure nothing fails when it comes to live commentary and audio recording.

According to the Managing Director of Eleven Sports Portugal, Jorge Pavão de Sousa, wTVision provided not only the services required for the operation, but it was also a crucial partner regarding the project's timing: «The time to market and to have the full operational capabilities in place were very critical for us. The production facilities were one of the most critical assets to be developed and, in this case, wTVision proved to be the best option».



Post-Production: Building a creative team

Without a creative and Post-Production team in its structure, Eleven Sports arrived in Portugal with the need to quickly find a team that would be responsible for all creative and self-promotional content.

wTVision developed the complete solution, providing the infrastructure, human resources and all the equipment needed for the project. In a close collaboration with Eleven Sports, and all its branding and design guidelines, the new Post-Production team integrated wTVision and immediately responded to the content creation need for the premium sports channel.

The focus of the project is to value the excellence of the content broadcasted by Eleven Sports in Portugal, including the UEFA Champions League, Formula 1, La Liga, NFL, Bundesliga or Ligue 1.

“ **The Post-Production is an area that we are amazed with. They are making a very good job.**

Pedro Maia, Eleven Sports' Editor in Chief

The Post-Production team for Eleven Sports Portugal consists of a copywriter and project manager, five video editors, a content manager and a sound engineer (responsible for mixing and capturing audio) who work on all creative live content with complete freedom. The team, built specifically for this project, was chosen considering the short period to work and the capacity to relate with the emotional side of sports. All members have creative or editing skills, but also a deep knowledge of Sports and experience in the broadcasting industry.

«In our team we have people with experience in journalism, particularly sports journalism, in video editing and even in cinema (because our self-promotional content is sometimes very similar to movie trailers). We have that knowledge and that is an advantage for Eleven Sports. They don't have to worry about us. We know the leagues, the players, the coaches, the way people look at Football and what they want to see», stated Pedro Gonçalves (Copywriter and Project Manager).

Talking about the beginning of the project, Gonçalves reflects on how the creative team started to work and what was the main concept behind the collaboration between wTVision's Post-Production team and Eleven Sports Portugal: «Since the beginning, Eleven Sports tried to be different, to look to the fans, to look to the spectacle, to look to the emotive things in Sports. And I think they gave us that sense».

wTVision's creatives work on all promos and packshots with complete awareness of the competitions' calendars and in constant communication with Eleven Sports to define the days and matches for each content to go on-air.

Regarding this close collaboration, Pedro Maia (Eleven Sports Portugal Editor in Chief) says it has been nothing but an effective partnership: «The Post-Production is an area that we are amazed with. They are making a very good job. wTVision made this team just for Eleven Sports, they made it to think our promos and videos. They are quite a surprise for us. We give them inputs and a briefing and they are making a perfect job».

But what makes wTVision's team a valuable asset for a newly created sports channel? Gonçalves has no doubt it all comes from originality, creativity and the freedom to think outside the box: «If we are going to promote, for example, El Clasico (the football match between Barcelona and Real Madrid) we have to discover the special thing that will give us a very good promo, a promo that has never been done. And I think we are very good at that process. We research a lot, we know the clubs and the specifications of the matches».

Combining the particular characteristics of each competition with the emotions of Sports has been the main inspiration for almost all content created by the Post-Production team, but the technical expertise and the focus on each different sport, with perfect knowledge of what the fans are looking for, have been the key factors for the originality and success of the partnership.

