sportradar

SPORTRADAR
SPORTS VIDEO

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Live Streaming of Sports Content with FASPStream to International Online Platforms

AT A GLANCE

Industry

Sports & Entertainment

Products

Aspera FASPStream

Challenge

Reliably contribute live streams globally as close to real time as possible, with encryption and error resilience, to video encoding data centers for further delivery to clients' betting platforms.

Solution

FASPStream for near-zero delay, glitch-free live streaming of events at various venues around the world to Sportradar data centers.

Results

Reduced the end-to-end delay to less than five seconds with no buffering and improved the quality of the stream by adding the software-based FASPStream solution.

Sportradar with headquarters in St. Gallen, Switzerland is an international company that collects and analyzes sports data and digital content including live results and statistics, and offers white-label digital sports content solutions for bookmakers, sports federations and media companies worldwide.

Turner Sports, Twitter and Facebook are among the leading companies in sports and digital media that rely on Sportradar for innovative content, comprehensive applications and product development. Exclusive agreements with the NBA, NHL, International Tennis Federation and NASCAR are among its 65 league and federation partnerships worldwide.

Sportradar's Live Channel offering is a dedicated live streaming service for online and brick and mortar bookmakers, covering more than 35,000 live events with exclusive content each year. The company typically works with various rights holders and different production companies for each event. Over the course of a year, Sportradar receives more than 100 right holders' streams for the events they cover.

CHALLENGE

As network connectivity has become increasingly available at production venues, the possibility of using new live video transport solutions over IP networks have emerged. Sportradar has used the

public Internet for contributing much of its live stream content. Today, Betradar Live Channel receives more than 35,000 IP streams from a large number of venues and production sites across the globe for these sporting events in broadcast quality and ingests the video signal into its data

"With Aspera, we can use our connectivity more efficiently to receive more high-quality streams in parallel from more locations and virtually eliminate the probability of stream interruptions."

Lukas Seiler
Managing Director of the Audio-Visual Department, Sportradar

center for multi-bitrate and multi-format encoding before streaming the content out to its international client platforms. However, Sportradar faces growing demand for increasingly higher quality streams over IP in real-time, which is further complicated by the need to stream contributed video over longer distances and with encryption, primarily from Asia to Europe and between Asia and Australia. It needed a failsafe solution that would ensure fast and reliable transmission of its live content.

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BENEFITS

Reliable and Fast Transfers

Aspera guarantees timely arrival of high-quality live video and data streams, independent of network round-trip delay and packet loss with error-correction and error-resilience.

Cost Effectiveness

Sportradar can utilize their existing infrastructure to achieve maximum delivery by reducing satellite delivery services with much more affordable terrestrial IP networks.

Exceptional Security

All FASPStreams are encrypted in transit and security authenticated using standard public/private key authentication.

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About Sportradar

Sportradar is a global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. The Sportradar group is a truly international organization, employing over 1,900 people in more than 30 locations around the world. Our rapid growth is driven by technological innovation and a deep understanding of our clients' business needs. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 80 countries. We occupy a unique position at the intersection of the sports, media and betting industries. With the acquisition of the Sportsman Media Holding in April 2016 the company has strengthened its audiovisual offering, to the extent that we now hold the single largest and most compelling audiovisual sports portfolios available in the market.

As Sportradar and its customer base expand globally and as requirements for streaming became more complex, Sportradar realized that it would face growing challenges in overcoming latency and packet loss over global networks. Using protocols without error-correction while optimizing network routing paths to avoid packet loss was no longer sufficient. Therefore, it sought a solution that could meet client demands and scale with Sportradar's continued growth.

SOLUTION

While exploring alternative solutions, Sportradar realized that Aspera FASPStream not only addressed the exact problem that it needed to solve, but that Sportradar could seamlessly integrate the FASPStream technology into Sportradar's existing workflows to meet all its key requirements at a much lower cost. FASPStream, built on Aspera's patented FASP® bulk data protocol to guarantee the timely delivery of live high-resolution, broadcast-quality video by fully utilizing available bandwidth to ensure glitch-free play out and negligible start-up time, regardless of distance or network conditions.

Today, Sportradar utilizes FASPStream for single day event-based productions and for extended week-long tournaments. For instance, at a recent production in Australia, a signal was created by the rights holder's host broadcast service. The SDI signal was then delivered to Sportradar's proprietary encoder, transmitted using Aspera FASPStream from the venue in Melbourne to regional AWS servers in Sydney over public Internet, where it was then delivered to multiple CDNs. For this particular event, stream encryption and error-correction for 30+ high bit-rate streams in parallel were critical. Furthermore, multi-cast handling, contribution monitoring and low latency tuning were also key features of Aspera FASPStream that contributed to successfully delivering content to this production company.

RESULTS

Aspera FASPStream is the first open video transport solution that is capable of high-quality, live streaming over commodity Internet WANs. It ensures that live video streams and data are delivered with less than five seconds of delay, which is especially critical in the sports gambling industry. Additionally, all content delivered with FASPStream is encrypted in transit with tight user access controls using standard public/private key authentication to prevent unauthorized access to live streams from the venues. In addition, Aspera FASPStream enables Sportradar to quickly test and evaluate new live streams and other content providers, which allows them to more easily expand their growing library of premium quality content received from all over the world.

About Aspera

Aspera, an IBM Company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP® protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

Learn more at www.asperasoft.com and follow us on Twitter@asperasoft for more information.