

Customer Success in Broadcasting & Sport





MULTICHOICE —

01

Satellite feeds & streamed services in synch, at scale

THE CHALLENGE

With a satellite feed delay of 30s, and an additional 4-5s delay added by their streamed services, the times of live satellite broadcast vs the client's streamed services meant customers on different devices, saw the same feeds at very different times – causing significant customer dissatisfaction.

SOLUTION -

TRUMPING AWS ELEMENTAL LINK WITH OUR VERY OWN SMART ENCODER

We set up live benchmarking tests to be compared to client's AWS Elemental Link processing, using proprietary software configured in 4 GPU cards in our encoder – our smart encoder instantly halved the latency to 12-15 seconds

PUSHING AKAMAI TO NEW SPEEDS

Mobii's dev team collaborated with client to test ULL at scale writing a program to test if the Akami CDN could cope with traditional bleeds — and it did

A STREAMLINED USER EXPERIENCE

Achieved sub 1 second latency on our on-line streamed output that aligned both satellite and stream services feeds for all end users

A SUCCESSFUL RUN AT SCALABLE LIVE STREAMING ACROSS REGION

Client now has the perfect fully tested user case to explore the overhaul of their streaming architecture, and potential move to a cloud based system.

THE PROOF OF CONCEPT

A pan Regional global broadcaster sought to put to Mobii 4 distinct tests; (1) compatibility of Mobii's processes, (2) our Encoding performance, (3) our distribution capability and (4) via Mobii the end user experience



POWERING MOMENTS

ULL VIDEO SERVICES

CUSTOMER SUCCESS



Live sport performance for 13 teams & stadiums

THE CHALLENGE

MLR's new mandate was to implement TMO's and HIA's in an effort to upgrade the quality and safety in their league. They also had remote Citing Commissioners who needed to be able to see all angles for every game. Teams also needed a way to see, capture, and distribute footage to help with their performance analysis. Broadcast programming required in-game stats to keep the fans aware of key metrics.

SOLUTION -

INTEGRATION WITH 13 STADIUM AND 2 REMOTE PRODUCTION FACILITIES

Capturing multiple camera feeds on our smart encoder (on-premises), frame synchronizing and encoding to CMAF compliant streams and send multi-angle feeds to Coaches booths, HIA / Medical staff pitch-side, TMO and to Mobii's coding center in SA to work on broadcast game stats and send those via API back for the broadcast.

REMOTE COLLABORATION & ANALYSIS

Our streams were also sent to Citing personnel at various points around the Europe and North America for instant review.

Our patented player has enabled users to conduct frame by frame views, custom clip creation, choose to expand, isolate on one angle, flag and annotate on-screen and even playlists for review. Post match, teams could download at various bitrate/resolution or use the Mobii portal to see reports with links to video synched to events.



With Mobii, we have been able to support critical match day services that depend on reliable, ultra-low latency video distribution. The ability to deliver multiple frame-synchronized video feeds with sub 1-second latency, means that Television Match Officials and Medical teams can make key decisions when it matters most. This ability supports our vision to migrate

• **NISHANT NEREYETH, MAJOR LEAGUE RUGBY**



SA RUGBY v2 —

03

Precise & Collaborative Rugby Sport Performance

THE CHALLENGE

To augment world class ‘on-field’ performance with like standards ‘off-field’, to bring about comprehensive reviews of all possible team and player performance metrics, including integrated development programs , and monitoring, across the entire pyramid of the sport in South Africa. Ultimately the Boks sought constant access to the intelligence they needed to get the very best out of the nation’s talent pool, and to win World Cups.

SOLUTION -

VIDEO ANALYSIS

Our proprietary owned match coding product seamlessly integrated into real time video time stamped to ‘frame’ level allows a unique and efficient way of analyzing individual or team plays. The Coaching and High-Performance divisions now have fully synched access to any and all ‘events’ they require in their assessments, and KPI’s. All related users can seek back and forth, “**clip, tag ,save & share**” any event, from any available camera angle to allow acute insights alongside player and match strategy

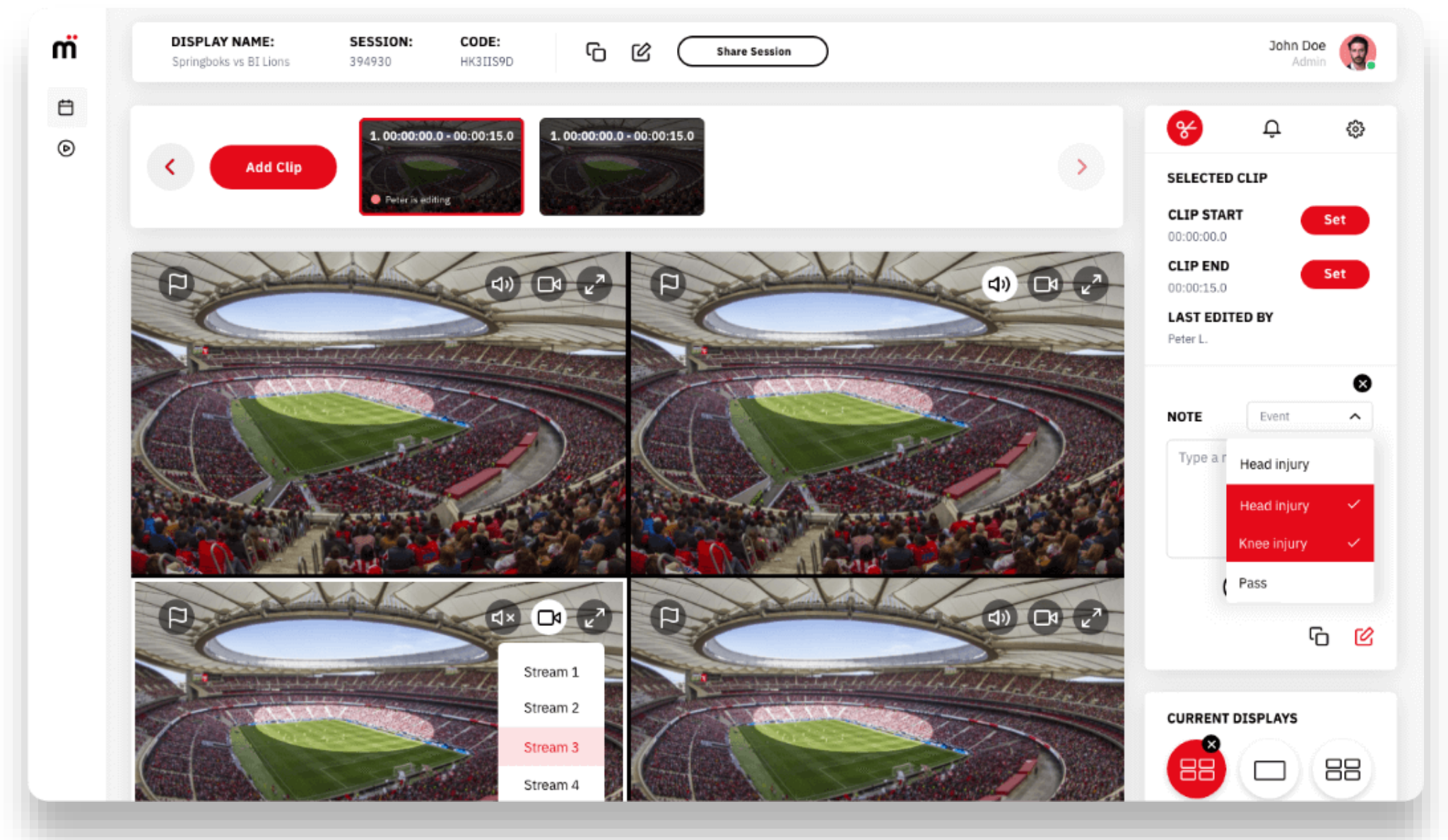
PLATFORM SIMPLICITY

Mobii’s solution took away all the manual lifting for the analysts. The resultant in-depth data with video, with chosen data overlays (e.g. Heart rate, speed, distance) allows analysts to seamlessly compare a set of player profiles or evaluate certain positions from determined viewpoints.

CROSS-ORGANIZATION UNIFIED DATA

Mobii’s platform for the Springboks has automated and structured the the data flow. All relevant match ‘moments’ are visible, from multiple angles. . This rich blend of video and data is used for decision making processes that are used cross-organization.

The Mobii tech seamlessly supports all TMO and HIA requirements. Mobii is proud to have been commissioned to install its technology in all South Africa’s main Sports stadiums.



South African-based Springboks today stand as the Rugby World Champions



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