

# Supporting global leaders in digital sports media

deltatre incorporated Forscene into digital media and broadcast services for the sports industry.



deltatre is a global leader for the sport business: digital, mobile, social, broadcast, results, content and professional services.

deltatre enables sport federations, event organisers, broadcasters, brands, teams and athletes to elevate their sports, accelerating performance and connecting to fans.

*“Working with Forscene on some of the biggest sporting events last year, I realised how well it could complement our service offering.”*

*Forscene makes it easier and faster for our clients to create and publish high quality video.”*

**Jim Irving,**  
Commercial Director, deltat

## Challenge

As a global leader in digital sports media, deltat were looking for innovative cloud technology which would improve their services and client relationships.

Their interest was to provide a faster turnaround of media and improve cost-efficiency of their services.

## Solution

- ✓ **Integration with deltat’s product suite**  
Deltatre used Forscene to innovate their product suite including Diva, a client-facing sports video platform and Magma, a data-driven graphics engine for live graphics generation from event data feeds
- ✓ **Integration with cloud partners**  
Forscene’s integration with Microsoft Azure enabled deltat to work with IP feeds instead of SDI, making the workflow scalable particularly for multi-sport events
- ✓ **Integrating live Opta Performance Data feeds**  
deltatre were able to ingest live performance data from the events into Forscene, enabling them to text search play-by-play metadata
- ✓ **Ingest of live stream**  
Forscene’s proxy server ingests live feeds ready to edit 15 seconds behind live
- ✓ **Importing EVS EDLs**  
On-venue pre-cut packages were instantly accessible in the Forscene cloud
- ✓ **Automated branding**  
Top and tail animations were set to be added to highlights at the point of publishing

## deltatre asset management system integration



## Benefits

Forscene’s cloud enables deltat to publish directly to social media platforms & industry CDNs

### 24hr technical support

Editors can use Forscene’s 24-hour live chat support service throughout every project.

### Flexible sports coverage

Forscene’s platform supports deltat’s editing workflows for all sports as well as multi-sporting events.

### Collaborative workflow

Multiple users can work on the same content from any location.

## Unlock the value of your sports video

Forscene’s multi-purpose cloud platform makes it flexible for fast turnaround editing over complete cloud-based workflows - increasing fan engagement, revenue streams and more.

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To find out how Forscene can unlock the value of your sports media, get in touch with the Forscene team today.

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