



Delivering live sports streams to multiple partners globally in just 15 seconds

For European Tour Golf, Deltatre used the Blackbird platform which provided live editing for fast turnaround and delivery of highlights packages from the venue to its partners.



CHALLENGE

European Tour faced challenges getting multiple video signals out of its venue to broadcast partners. It took a matter of hours for clients to access media from their locations. Some clients resorted to sending crews and equipment to the venues to produce content, which was expensive.

They approached Deltatre looking for innovative ways to make their events footage available for clients to access in a shorter time. The high profile nature of the event required a reliable and dependable platform for ingesting and editing of the footage to support a time critical delivery.

"With Blackbird Edit, we are able to turn content around far more quickly than with traditional methods.

We really believe in growing client relationships over many years and that takes innovation and working together to deliver the best to our audiences. Similarly, our work with Blackbird is hopefully the start of long and productive relationship together."

Pete Burns,
Head of Business Development, Deltatre

SOLUTION

Live ingest: Satellite signals from the venue were sent to the Deltatre operation centre in London where they were ingested into Blackbird 15 seconds behind live.

Near-live editing: Blackbird video platform provides a quick turnaround of highlights packages.

Deltatre were able to provide a VOD service: Highlights edited in Blackbird Edit were sent to their broadcast partners via the cloud.

Global access via the cloud: Sending live streams to the cloud platform instantly made footage available to partners from all over the world, including European Tour editors; Deltatre editors and U.COMM.

24hr technical support: Editors could use Blackbird's 24-hour live chat support service throughout the project.

Improvements in turnaround times: The time from shoot to access was significantly reduced from 5 hours to 5 minutes.

Software as a Service: No hardware was needed and Blackbird's pay-as-you-go pricing reduced the costs Scalability made the workflow flexible to suit clients' needs.

European Tour Editors included: Deltatre Editors, U.COM Media, ET Broadcast Partners, ET Digital Partners, International News Agencies, Digital, Ingest Collaborative Editing Distribution, Partner Access And Collaboration, Live, VOD.

BENEFITS

Blackbird's introduction into the broadcast workflow for European Tour dramatically improved its partner relations and consequently the profile of its events.



POWERDRIVE YOUR MEDIA

To find out how Blackbird can improve broadcast workflows for your sports event, get in touch with our team today, email commercial@blackbird.video