



Supporting global leaders in digital sports media

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

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

Blackbird was incorporated into its digital media and broadcast services for the sports industry.



CHALLENGE

As a global leader in digital sports media, Deltatre was 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 the cost efficiency of their services.

“Working with Blackbird on some of the biggest sporting events last year, I realised how well it could complement our service offering. Blackbird makes it easier and faster for our clients to create and publish high quality videos.”

Jim Irving,
Commercial Director, deltatreatre

SOLUTION

Integration with Deltatre's product suite: Deltatre used Blackbird 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. Blackbird's proxy server ingests live feeds ready to edit 15 seconds behind live.

Integration with cloud partners: Blackbird's integration with Microsoft Azure enabled Deltatre 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 Blackbird, enabling them to text search play-by-play metadata.

Ingest of live stream: Blackbird'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 Blackbird cloud.

Automated branding: Top and tail animations were set to be added to highlights at the point of publishing.

BENEFITS

Blackbird's cloud enables Deltatre to publish directly to social media platforms & industry CDNs

24hr technical support

Editors can use Blackbird's 24-hour live chat support service throughout every project

Flexible sports coverage

Blackbird's platform supports Deltatre'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.

Deltatre asset management system integration



UNLOCK THE VALUE OF YOUR SPORTS VIDEO

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

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