



## Ultimate cloud video solution for eSports

Leading eSports promoter Gfinity plc runs competitive gaming tournaments which are streamed live to global audiences online. Gfinity adopted Blackbird into its media workflow to streamline clip editing of live streams and archive prerecorded video content for social media.

Within the workflow, Blackbird's cloud platform was used to perform remote logging, live clip editing and direct distribution of gameplay content to Twitch TV and social media outlets.



### CHALLENGE

Gfinity's traditional workflow focused on direct editing and distribution after the shooting and ingest of gameplay media. The marketing department had limited access to video archives, causing delays in deployment of fan engagement campaigns.

As Gfinity generated a high volume of media, an opportunity arose to organise archived footage more effectively. The company was looking for a solution that will introduce a flexible logging process and enable monetisation of video archives.

*"Faster publishing of live events into social media and better overall use of the video content we produce is vital for us. Blackbird fills a gap in capabilities that we have been looking to solve."*

**Paul Kent**

Chief Gaming Officer,  
Gfinity plc

## SOLUTION

**Direct ingest of SDI feed:** SDI output from a vision mixer is directly streamed into Blackbird, containing streams from multiple studio cameras and the virtual camera system.

**Ingesting and delivering 60fps video:** Blackbird made further developments to the platform to support high frame rate video game content.

**Near-live acquisition:** Live and pre-recorded content is ingested directly into Blackbird with a choice of different ingest methods.

**Live editorial:** Blackbird functions as a live clip editor during gameplay events to clip and package for direct posting to social platforms, such as YouTube, Facebook and Twitter.

**Instant logging process:** Footage can be logged in real time as it arrives in Blackbird.

**Remote access:** Gfinity can share access to their media in Blackbird with freelancers who perform the logging process remotely, without the need for handovers.

**Real-time media management:** Once ingested to the Blackbird platform, the media is immediately available on any device to log, edit, review and distribute. The media can also be exported at full resolution in multiple formats and conformed into any NLE.

**Scalable and cost-effective solution:** Blackbird has an SaaS pricing structure, so Gfinity only pay for what they use.

## BENEFITS

### Fast delivery

The finished media can be published directly to social networks or in higher quality to broadcast and archival.

### Inter-departmental cooperation

Blackbird's cloud platform allows all departments to access the video content and collaborate together.

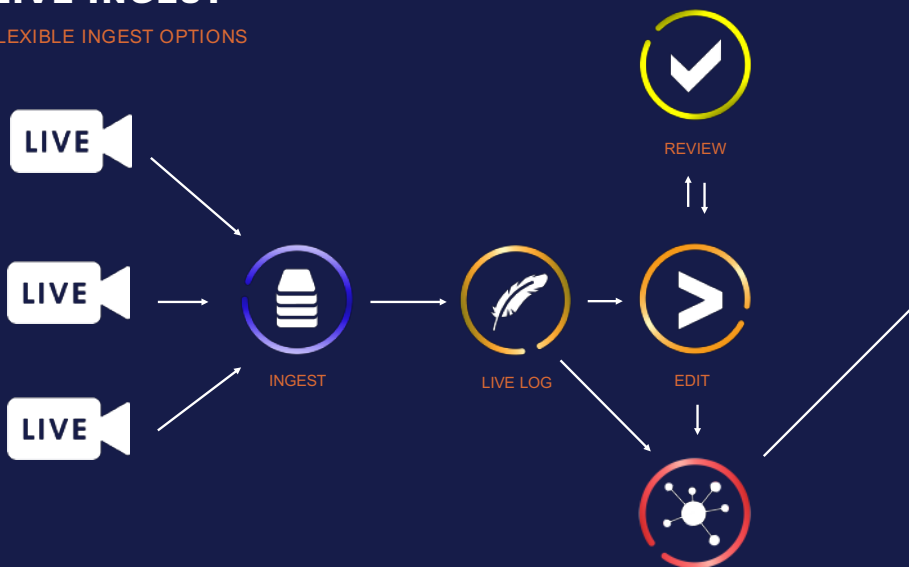
### Optimized content for social media campaigns

The social media team share concurrent access to the content and can easily repurpose for multiple social media platforms.

"For the first time Gfinity is able to get use of archived footage and monetise it."

### LIVE INGEST

FLEXIBLE INGEST OPTIONS



### DISTRIBUTION



DRAG AND DROP TO EXPORT

AAF | Metadata  
Twitter  
Facebook  
Twitch  
YouTube  
File  
FTP  
OTT  
VOD  
Mpeg  
Mpeg TS  
Quicktime  
Broadcast  
Custom

## POWERDRIVE YOUR MEDIA

Blackbird's cloud based solution has enabled Gfinity make the most of their gameplay video content to reach out to wider audiences. To find out how to innovate your eSports media, get in touch with Blackbird today.