Create Immersive Experiences at the Game and on the Go

Sports fans want the best of both worlds. When attending an event in person, they desire the many benefits of a video broadcast. When watching a game on the go, they want a live, in-stadium experience. Synamedia's In-Stadium Experience solution makes it possible, while enabling content owners to monetize this unique, seamless fusion.

Fans now can experience the thrill of being at the stadium yet enjoy the perks of digital video streaming, including replays, statistics, multiple camera angles, and real-time game information – all personalized to their devices. And for those who choose to watch the game on the go, they can experience the emotions and atmosphere at the stadium/venue.

Leveraging Synamedia's advanced, ultra-low latency compression and streaming technology, In-Stadium Experience enables near-real-time video to cover all live events, while keeping valuable content secure with unbreakable digital rights management (DRM).

Transmit sport-specific emotions to enrich the fan experience

Synamedia's In-Stadium Experience is an end-to-end solution that delivers video from multiple stadium cameras to your consumer's mobile device in real time. Bringing fan engagement to the next level, the solution enables those attending a game or sporting event to replay key moments and to enjoy the statistics, records and information they are exposed to while watching a video broadcast. For fans on the go, the solution uniquely captures the atmosphere felt in the stadium or venue.

By categorizing various sports into two groups – team and individual – and event venues into two types – indoor and outdoor – the solution captures the unique characteristics and emotions of each sport to create an immersive viewing experience.
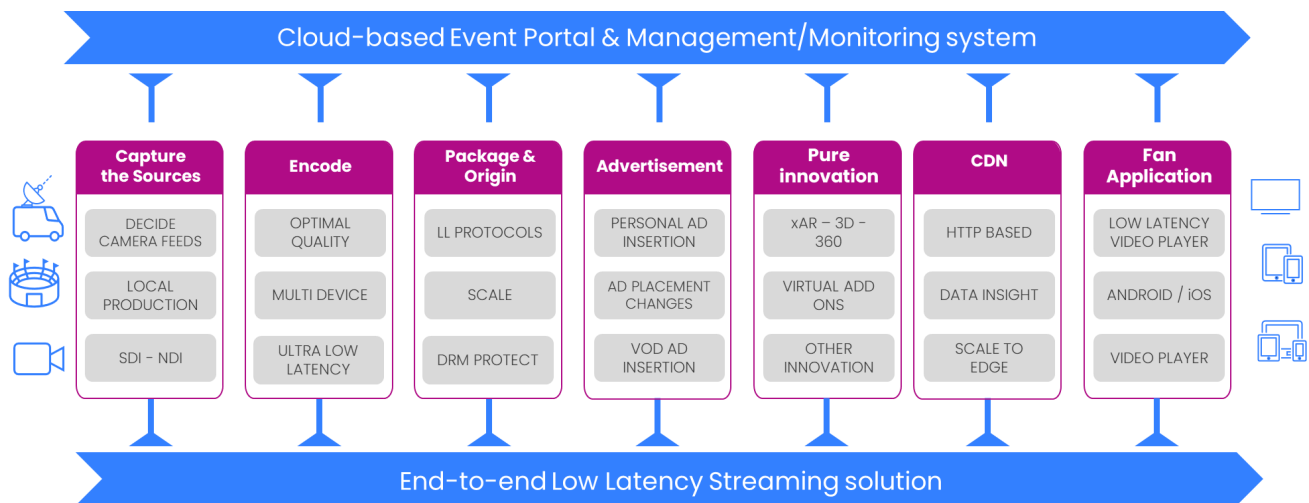
Leveraging Synamedia's over two decades of digital video processing and delivery experience, In-Stadium Experience opens the door to myriad monetization opportunities for your business.

Creating a camera-to-app solution

One of the key components of the end-to-end In-Stadium Experience solution is a consumer application. Operators are looking for a multi-camera application featuring a low-latency video sport application that easily integrates with your native applications. In-Stadium Experience delivers multi-camera viewing combined with insights and delayed viewing of either ongoing or past sporting events to cover a full range of live and on-demand games.

Highlights

- Ingests multiple camera feeds and delivers them to end user devices
- Comes as an event-managed service
- Offers Synamedia's industry-leading video quality-based compression optimization
- Features ultra-low latency for real-life events
- Records events for delayed viewing and on-demand content creation
- Ensures secure content by implementing digital rights management (DRM)
- Scales on-premise and cloud streaming to reach all end devices

Synamedia

Cloud-based Event Portal & Management/Monitoring system

Capture the Sources	Encode	Package & Origin	Advertisement	Pure innovation	CDN	Fan Application
DECIDE CAMERA FEEDS	OPTIMAL QUALITY	LL PROTOCOLS	PERSONAL AD INSERTION	xAR – 3D – 360	HTTP BASED	LOW LATENCY VIDEO PLAYER
LOCAL PRODUCTION	MULTI DEVICE	SCALE	AD PLACEMENT CHANGES	VIRTUAL ADD ONS	DATA INSIGHT	ANDROID / iOS
SDI – NDI	ULTRA LOW LATENCY	DRM PROTECT	VOD AD INSERTION	OTHER INNOVATION	SCALE TO EDGE	VIDEO PLAYER

End-to-end Low Latency Streaming solution

Features and Benefits

Enable real-time, synchronized multi-camera viewing

- Offer different camera angles to deliver immersive experiences

- Easily switch from one viewing point to another to create an intuitive user experience

- Leverage high-quality video compression and an integrated content delivery system to cover live sporting events

- Support ultra-low latency as low as one second from camera to device to enable real-time viewing

Keep fans fully informed

- Integrate with multiple data brokers to deliver a broad range of game data

- Display current and historical statistics to enrich the user experience

- Provide real-time game information to help identify key moments

Allow fans to re-experience plays

- Include video from multiple camera angles to offer various replay scenarios

- Access real-time information shared on the timeline to enable rapid switching to earlier parts of the game

Offer end-to-end event managed service

- Operate as a managed service, including event activation and monitoring, to simplify service delivery

- Deliver 24/7, year-round support to enhance fan satisfaction

About Synamedia

Synamedia delivers, enriches, and protects video. Our cloud-native and SaaS solutions empower customers to scale and monetize video services efficiently, ensuring low-latency delivery and exceptional image quality. Our Video Network portfolio includes video distribution, streaming, Edge CDN and multi-CDN management, monetization, ad insertion, cloud DVR (cDVR) and time-shift TV, video compression and processing, and cloud and IP transition.