



// LIVE SPORTS PLAYBOOK

OTT Live Streaming Creates Experiences That Drive Fan Engagement

Entice viewers and gain reach.

WHAT FANS CRAVE



LIVE SPORTS
STREAMING



LIVE AUDIO
STREAMS



EXCEPTIONAL
QUALITY



VIDEO
EVERYWHERE



MULTI-SCREEN
VIEWING



ENGAGING
EXPERIENCES

THE GAME PLAN

Live sports events inspire audiences and auto racing is no exception. Fans crave the excitement of holding the wheel in a tight curve before screaming to the finish line.

For one major U.S. racing organization, the goal was to provide value to viewers using the app, especially on race days. They wanted to increase the number of app users and improve fan engagement without expanding the budget.

The plan was to deliver two live video streams from selected vehicle cockpits, and tens of live audio streams from every pit crew on the track, for each race in the season.

THE PLAY-BY-PLAY

The racing organization chose our VOS360 Live Streaming Platform, and we kept the pace. Deploying at racing speed requires expertise, adaptability, and real-world experience. We designed, tested and deployed the platform in less than 5 weeks.

For the major 500 race, we were there to support the launch of additional streams. The elastic pricing model ensured that there were no surprises. It's a straight forward pay-for-usage model that can scale up at peak viewing, or shrink when the event ends, and turn off when the season is over.

The VOS360 Live Streaming Platform is easy to use. The organization's team of operators was running it entirely solo by the third race in the season. The simplicity drove down operational costs for race day events. It allowed them to focus on creating unique experiences that captured audiences, race after race.

THE WIN

Choosing the right provider for OTT live sports streaming is an important decision. The racing organization leveraged live streams to provide premium content and engage viewers with once-in-a-lifetime experiences. The VOS360 Live Streaming Platform simply created opportunities to add value to the service offer.

Harmonic's VOS360 SaaS enables INDYCAR to be more agile and simplify its operations. Viewers can feel like they're part of the live action thanks to the high-quality in-car video and pit-crew audio during auto races. The minimal operational overhead in terms of not having to invest in a physical infrastructure or ongoing maintenance costs was essential. Those factors made this deployment quick and simple, while reducing media processing costs going forward.

THE POWER OF VOS360

More than
10K
users on the first
race day



Seamless integration



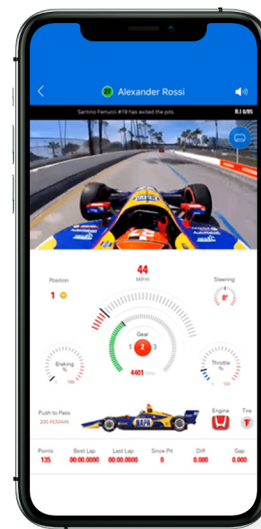
Stream live at scale



Fast time to market



Pay as you use



"Using VOS®360 media processing as a service, we can deliver exceptional video quality to any screen."

Brad Lee

Director of Business Solutions
at Hulman & Company

