



// OTT PLAYBOOK

SportsMax Delivers Flawless Live Streaming Experiences

Reliable services that scale fast.

WHAT SUBSCRIBERS WANT



LIVE
SPORTS



VOD
SERVICES



EXCEPTIONAL
VIDEO QUALITY



PREMIUM
CHANNELS



VIEWING ON
EVERY SCREEN

THE GAME PLAN

SportsMax broadcasts the Caribbean's most widely distributed and watched sports channels, serving over 1.3 million households across the region. It is the premier broadcaster and rights owner of international sporting events, as well as of regional content. SportsMax has a solid reputation in the Caribbean for delivering high-quality live coverage of the most popular sports events on the planet.

SportsMax needed a more flexible live video streaming solution. The key challenge that SportsMax faced was the ability to handle unexpected peaks in viewership and yet deliver a flawless experience. Sportsmax secured the rights to bring many major sports league channels to market. Getting those channels up and running fast was critical to stay competitive and give viewers an exceptional quality of experience. SportsMax wanted a video processing and delivery platform with instant scalability and reliable service continuity.



"The VOS360 platform offers unparalleled flexibility and provides real-time scaling for handling peak viewing"

Oraine Godfrey

Head of Digital Media at SportsMax

THE PLAY-BY-PLAY

SportsMax is using Harmonic's VOS®360 Live Streaming Platform to cost-effectively deliver premium sports events from popular leagues across the world. The VOS360 platform leverages the public cloud, eliminating the need for hardware infrastructure. The entire testing, installation and deployment process was quick and simple, taking only about one month from start to finish.

Harmonic's VOS360 platform handles all stages of media processing and delivery for SportsMax, providing end-to-end capabilities including live and file transcoding, packaging and origin, dynamic real-time CDN selection, VOD and time-shift. The platform is integrated with the operator's front and back-end solutions.



THE WIN

Using the VOS360 platform SportsMax can now dynamically scale channel lineups based on the schedules of premier sports associations, such as La Liga, NBA, Caribbean Premier League, Women's Tennis Association and the English Premier League, and provide the exceptional quality of experience that viewers demand. By creating dynamic, dual-cloud instances that synchronize SportxMax's video and keep streams fully aligned, the VOS360 platform ensures that the service stays on-air around the clock.

Harmonic's VOS360 platform handles live streaming from source to screen to simplify end-to-end operations. The platform's SaaS business model reduces operational costs and accelerates time to market for SportsMax's OTT channels.

Through enabling quick and seamless integration with the operator's front and back-end solutions, the VOS360 platform ensures that SportsMax can provide viewers with more live and VOD sports content along with increased interactivity.

Consumer demand for high-quality, live and VOD sports channels on every screen is growing universally. Harmonic's VOS360 platform gives SportsMax a competitive edge, enabling cost-effective delivery of highly watched EPL channels, over the top, to fans across the Caribbean market.

THE POWER OF VOS360

1.3 M

Subscribers served



Scale On-the-fly



Seamless Integration



Service Continuity



Powerful Workflows