

SuperSoccer

CASE STUDY



SuperSoccer Improves Live Sports Streaming Experience, Gets New Video Infrastructure Up and Running Quickly Thanks to Harmonic's SaaS Offering

The Challenge

Indonesian sports aggregator SuperSoccer was looking to boost the efficiency of its video streaming workflow, increase scalability and improve video quality for its OTT subscription service, SuperSoccer TV. The goal was simple: to attract new subscribers and amplify its revenue. The timing of this project could not have been better. A recent report by research and strategy consultancy MTM found that APAC's premium OTT market will undergo rapid growth by 2019, increasing in revenue by more than a factor of five in Indonesia.

Yet, being a relatively new OTT operator, SuperSoccer needed a video infrastructure solution with low risk and little to no CAPEX investment. Fast time to market for SuperSoccer TV was also crucial, and, with the Harmonic VOS™ 360 Software-as-a-Service (SaaS) offering, the provider was able to launch in weeks, rather than months. In the OTT world, timing is everything.

SuperSoccer streams live football games, including Serie A Italian League and World Cup qualifying matches, to connected devices such as mobile phones and tablets. The operator didn't want fans to miss a second of the action, so it needed a solution that could be deployed quickly.

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Mirwan Suwarso,
Director at SuperSoccer.



CHALLENGE:

SuperSoccer, an Indonesian sports aggregator, was looking to boost the efficiency of its video streaming production and distribution workflow, increase scalability and improve video quality for its OTT subscription service. It needed a video infrastructure solution with little to no CAPEX investment and the ability to launch fast.

SOLUTION:

The operator chose Harmonic's VOS 360 professional media processing service based on its agility, scalability, ease of use and superior video quality. Harmonic's cloud service supports both live and on-demand streaming for up to 60 HD events per month, lowering SuperSoccer's costs via its pay-per-use business model and increasing monetization through advanced features like catch-up TV.

APPLICATIONS:

- Media ingest
- Decoding
- Encoding
- Multicast to unicast conversion
- Transcoding
- CDN
- Public cloud infrastructure

SOLUTION AT A GLANCE

In addition to live streaming, SuperSoccer TV subscribers enjoy video-on-demand highlights and daily news shows. The video infrastructure solution would also need to support advanced features like start-over and catch-up TV to enhance the operator's monetization opportunities.

Given the projected regional growth in OTT subscribers, the operator required a video infrastructure solution that was scalable. Video quality and ease of use were also key priorities.

Ultimately, SuperSoccer decided that choosing a managed media processing service would minimize CAPEX and deployment risk. To meet its scalability and rapid time-to-market requirements, the operator looked to the cloud.



The Solution

SuperSoccer selected Harmonic's VOS 360 professional cloud media processing service (www.vos.tv) to stream live pro soccer matches over the internet to subscribers in Indonesia. Utilizing the SaaS solution, hosted on public cloud (IaaS) and maintained and monitored by Harmonic's service and support team, SuperSoccer achieved unprecedented speed, flexibility and agility for its OTT service. Today, the operator is streaming over 60 live soccer games a month in superior HD video quality.

The VOS 360 cloud service handles the media processing and delivery workflow for SuperSoccer TV – including content contribution, preparation and delivery over an Akamai CDN for live and time-shift TV services – enabling its technical staff to focus on improving the viewing experience. The most significant advantage that the VOS 360 service provides to SuperSoccer is efficiency and speed. The operator got the end-to-end service up and running and fully integrated with the ecosystem components in less than one month from start to finish, enabling a quick ROI.

Why Harmonic

Workflow flexibility was also a key consideration. The VOS 360 service enables SuperSoccer to make changes quickly and easily, adapting to changing business requirements and technology advancements, with unlimited scalability.

"We especially love the flexibility that the VOS 360 service provides, as it allows us to control multiple profile bitrates and video quality to ensure the best possible live streaming experience for our customers," said Mirwan Suwarso, director at SuperSoccer.

Encoding and transcoding on VOS 360 are powered by the Harmonic PURE Compression Engine™, which offers industry-leading video quality at the lowest possible bitrates, resulting in exceptional quality of experience for end users while lowering CDN costs.

From a cost perspective, Harmonic's VOS 360 service made perfect sense for SuperSoccer by eliminating CAPEX spending on facility operations and maintenance. The VOS 360 service is pay-per-use, ensuring that the operator only spends money on the services actually used.

Another reason SuperSoccer chose the VOS 360 service was ease of use. The VOS 360 offering features a simple, intuitive UI that makes contributing content via a live feed or VOD library fast and easy compared with traditional infrastructure. Through the UI, SuperSoccer can gain insight into the content contribution, processing and delivery process from anywhere with a reliable, high-speed internet connection.

Even better, Harmonic provides a dedicated 24/7 monitoring and maintenance service focused on keeping SuperSoccer TV operational with super-fast response time.

The Workflow

Live event feeds are ingested to the cloud via Harmonic's CloudLink, an application that links traditional contribution and delivery infrastructure to VOS 360 with low latency, resilience and security. The VOS 360 service then adapts the content to various screen types and delivers live and catch-up TV programming directly to SuperSoccer's dedicated apps on iOS and Android devices via VOS 360's built-in global CDN capability.

The Result

Harmonic set up the initial service for SuperSoccer within eight hours of the first live event, which was used as a proof of concept to demonstrate capabilities. The following weekend, SuperSoccer used the VOS 360 service to successfully produce and stream 10 live soccer matches. Today, SuperSoccer TV streams an average of 560 hours of live HD events per month, with each event attracting about 20,000 viewers. The VOS 360 cloud service was the best solution for this project's quick schedule and complex streaming requirements.

Since the VOS 360 service is hosted on a massive public cloud, SuperSoccer TV will be able to scale its media processing resources up and down with ease, based on how many viewers are watching the service at any given time. The operator will never pay for more than what it uses, thanks to the VOS 360 service's OPEX-based business model. The award-winning Harmonic PURE Compression Engine will ensure superior video quality on every screen for both live and on-demand content, keeping SuperSoccer TV viewers satisfied and coming back for more premium sports content.

