

Channel 7 Australian Open Tennis Case Study

Live: Channel Seven 2017 Australian Open

Challenge

- The Australian Open is among the country's most-watched sporting events
- Seven Network's 7Tennis freemium OTT let viewers stream +64 million minutes live and access extensive VOD
- Broadcaster had to deliver a 1080P multi-screen video experience with maximum resiliency and quality



Solution

- Hybrid ground/cloud AWS and AWS Elemental workflow
- Fully redundant AWS Elemental Live encoders streamed 16 court streams; inserted SCTE triggers for downstream DAI, and video slates
- Redundant Amazon Direct Connect networks to an Amazon VPC hosted on AWS delivered 1080P high quality video reliably at scale to Amazon CloudFront

Benefit

- Improved resiliency and flexibility
- Multi-CDN support
- No longer storing encryption keys on Net Storage
- Route to additional functionality (catch up/live to VOD)
- Opportunity to build an AWS-based solution on which Seven will develop their platform through 2018