UEFA EURO 2016 Leverages Top-Performing Technology Solution in Broadcast Video

International Competition Counts on De Facto Network Standard for Match Highlights

In 2016, twenty-four teams from across Europe participate in a total of fifty-one matches in the premier European football international competition, UEFA EURO. Taking place in France this year, this highly anticipated sporting event boasts a greater number of teams participating and number of matches scheduled than ever before. This poses new challenges for broadcast teams, both at the broadcasting centre and on-site at the tournament venues, as more content is being produced and more technology is required to report quickly on the competition highlights.

MoovIT has provided technical support and services at recent World Cups and European Championships, including the EURO 2016 sporting competition. The Cologne-based provider – together with partners including EVS, Adobe, HP and Solarflare – provides the necessary hardware and implemented seamless workflows that have proven success in the broadcast arena today.

Challenge

Similar to past competitions, the task for EURO 2016 broadcasters is to prepare and publish highlight packages as soon as each match has finished. These clips need to include all of the major talking points from the game. While match footage is being recorded, editors leverage cutting-edge software to access content stored centrally on EVS servers, alleviating the need for copying or transcoding. This requires an extremely high-performance storage system and exceptional IT infrastructure, since the files continue to expand as the match progresses, and all production processes require access to the same data.

tasks, and Prelude is used for conforming and logging. All of these applications are sourced from the Adobe Creative Cloud. In addition, Maxon Cinema 4D is being deployed for numerous graphic design tasks.

Rapid, low-latency data transfer is a top requirement for real-time editing. With this in mind, each HP workstation is equipped with a Solarflare 10GbE network adapter that gives the user seamless and industry-leading performance for access to the central server. Specifically, the adapter uses a file server to access the central SAN storage system for content editing tasks.

Solution

Across multiple tournaments, the StorNext SAN integrated by EVS has proven to be a fast, reliable and high-performance storage system.

For EURO 2016, approximately 40 Hewlett-Packard Z-Workstations are installed for editing. Each computer is connected to the rest of the network via a 10-gigabit fibre-optic cable. Adobe Premiere Pro CC, After Effects and Audition are leveraged for post-processing

EVS leverages the Solarflare SFN5162F network adapters that feature two 10GbE ports and offer 40Gb/s two-way data transfer with

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minimal jitter—meeting all key requirements. In addition, the adapters ease the load on each workstation's CPU, freeing them from operational processing tasks, and therefore increasing the processor's productivity when editing data.

The standard system-wide production format uses the AVCIntra 100 codec with a 1080i50 resolution. All content is stored, processed and distributed in line with these specifications, and no intermediate formats or other codecs. The content management system is based on EVS's IPDirector software.

To ensure seamless interaction between the EVS storage system and Adobe Premiere editing software, MoovIT's developers have created a standardised tool known as Helmut. This tool accelerates and simplifies search and administrative processes when editing project files. Helmut also adapts the program interface and settings to the exact requirements of each user.

Implementation

Throughout EURO 2016, MoovIT continues to assist the event hosts at the broadcasting centre – both with technology implementation and ongoing support.

The IP Director logs highlights while matches are taking place. The 'IP Link for Adobe' panel inside the editing system displays the very latest logging information. The editor sees a list of thumbnails depicting key passages of play and can use these to quickly create a highlights clip.

Editors can access the files on the EVS servers, even as these files continue to expand. This significantly accelerates the entire process.

The solution eliminates the need to transfer or re-code material as users have direct access to content on the EVS server and Premiere Pro CC supports native editing of footage.

The materials, including all relevant metadata, are made available to all users on the EVS server, in a highly secure, read-only format.

Summary

The workflow described has become standard practice at both the World Cup and European Championships, enabling highlight packages to be delivered just moments after the final whistle blows.

As system partners, EVS, Solarflare, Adobe and MoovIT have worked together to deliver a proven technology solution, which has become the solution of choice for international major sporting events.

Testimonial by Solarflare

"MoovIT is a professional and technologically savvy company that grasps how to leverage the added value capabilities that Solarflare provides. They were recommended to Solarflare by EVS and have worked closely with our sales partner Hamburgnet to help deliver great solutions to their well-recognized client base. It has been a fabulous experience working with all of the MoovIT team, and we at Solarflare (and Hamburgnet) are looking forward to our continued relationship."

Peter Jones
Managing Director, EMEA Sales and Business Development
Solarflare Communications

Testimonial by MooVIT

"Following an intensive test phase, we opted to use Solarflare adapters as our standard for high-performance networking in the media/ broadcasting industry. With Solarflare, we have a reliable partner that helps us meet the challenging demands of our customers."

Jan Fröhling
Geschäftsführer
MoovIT GmbH

About Solarflare

Solarflare is the leading provider of application-intelligent networking I/O solutions that accelerate, monitor and secure network data. With over 1,500 customers worldwide, the company's solutions are widely used in scale-out server environments such as electronic trading, high performance computing, content delivery, cloud, virtualization and big data. Solarflare's products are available from leading distributors and value-added resellers, as well as from Dell, HP, IBM and Lenovo. Solarflare is headquartered in Irvine, California, and operates R&D facilities in Cambridge, UK, New Delhi, India and San Diego, USA.

About MoovIT

MoovIT provides video and IT solutions for broadcasters and organisations of all shapes and sizes. The company, headquartered in the Schanzenviertel district of Cologne, specialises in the development and support of workflows for all aspects of post-production, news and archiving at the interface between video and IT. MoovIT leverages particular expertise in the field of technical solutions for sports reporting. In addition, the company develops web-to-video solutions, localisations, remote editing systems and video hosting products used by organisations across a highly diverse range of industries.

MoovIT's customers include broadcasters, production companies, sport event organisers, agencies, and enterprises from a wide range of backgrounds.

In short, MoovIT is the perfect partner for worldwide support, managed services, software, hardware and integration solutions that accelerate and streamline processes – what we call WORKFLOW IN THE FLOW.

US +1 949 581 6830 x0
UK +44 (0) 1223 477171
sales@solarflare.com
www.solarflare.com

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