



Carolina Panthers

NFL Franchise Deploys TVUPack for IP Video Streaming for Increased Flexibility, Reliability and Superior Quality for Live Weekly Broadcasts

Location:

Charlotte, North Carolina

Challenges:

- Needed a portable and reliable solution for weekly broadcast
- Provide exclusive content from away-games, regardless of location or logistical challenges
- Needed a solution with simple, worry-free operation

Benefits:

- Reliability
- Ease-of-use
- Portability

Challenge:

As a member of the National Football League, the Carolina Panthers operate one of the most respected organizations in the National Football Conference South division. For the 2015 season, the Carolina Panthers sought a live, IP-based video solution in an effort to better connect with their dedicated fan base and capture footage to stream to their studio in Charlotte for their weekly game day broadcast and wrap-up show. The Panthers required an agile solution with simple, worry-free operation, and with reliability that only the highest quality of broadcast equipment could provide.

“We were searching for a simple and fast live video solution to instantly connect Panthers fans to the team through behind-the-scenes coverage, interviews and other exclusive footage to ensure that our Panthers fans didn’t miss a thing, regardless of where the schedule took the team from one week to the next,” said Berkley Dickens, Broadcast Engineer for the Carolina Panthers. “We evaluated another product and the ease-of-use and impressive picture quality of the TVUPack made it the best choice for us and the solution we would recommend to any sports organization searching for the highest quality and most reliable pack.”

Solution:

In order to meet its objectives, the Carolina Panthers deployed TVUPack as their live, mobile video transmitter. As part of the team’s overall weekly production setup, the Panthers began using TVUPack to capture footage from post-game press conferences, team interviews and as a critical piece of their weekly game day wrap-up show.

Since deploying TVUPack, the Carolina Panthers have been able to capture exclusive footage from various locations throughout the country and broadcast in real-time back to the studio headquarters in Charlotte, North Carolina. “It is essential for our organization to stay connected with the fans. This has been a very exciting, winning season for the Carolina Panthers and we don’t want our fans and supporters to miss out on any news or developments on game day,” said Dickens.

“During the season, we broadcast a weekly wrap-up show and it is an integral part of our amazing relationship with our fans. We knew that in order to cover the player arrivals, interviews and post-game press conferences included in the wrap-up show, we needed a video solution that allowed us to power-on and shoot and have the mobility that only a backpack transmitter could provide. Our fans are passionate and TVU has enabled us to bring the fans into the action in ways that we could not before expanding our live production to include TVUPack.”

Benefits:

For the Carolina Panthers, the biggest benefits since deploying TVUPack have been the ease-of-use, reliability and professional picture quality. According to Dickens, the one-button operation and superior quality of the broadcast footage has been crucial as they cover this impressive, undefeated season. "Being able to capture that quality of video from a backpack transmitter and from any location in the country has been outstanding and impressive. The TVUPack requires no configuration in the field. Our cameraperson just turns on the pack and in less than a minute, we are getting exclusive footage from our away games and we're able to instantly put our fans right in the middle of a post-game press conference. We are able to cover game day and incorporate exciting video into our weekly production in ways we weren't able to do before. Our partnership with TVU Networks is another win for us this season," said Dickens.

About TVU Networks®:

TVU Networks® is a technology and market leader in IP-based live video solutions. TVU's solutions help transform broadcasters' SDI-based operations - which include acquisition, transmission, routing, distribution and management - to an IP-based infrastructure. TVU® serves customers of all sizes in more than 80 countries from industries that include news broadcast, web streaming, law enforcement, sports, corporate and government. In broadcast markets around the world including the USA, China and other major economic powers, TVU® is the dominant market leader with more than half of all news broadcast stations using its IP video solutions, which include TVU One™ and the award-winning TVUPack® mobile live cellular transmitters. Using its proprietary IS+ technology, TVU's uplink solutions use any combination of cellular, satellite, microwave, WiFi and Ethernet IP connections to deliver live HD video from practically any location.