



THE FUTURE OF

Sports Production.

How Cloud, IP and Hybrid Media Ecosystems
Are Transforming Sports Coverage.

INNOVATIONS IN BROADCASTING
TECHNOLOGIES.

— INDICE · CONTENTS

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— EXECUTIVE SUMMARY

Sports production is no longer tied to location.

The sports industry is undergoing a structural transformation. Streaming is reshaping distribution. Creators are redefining engagement. And the demand for content is growing faster than ever.

But behind all of this, a deeper shift is happening: sports production is no longer tied to location, infrastructure, or a single output.

IP-based transmission, cloud production, and integrated workflows are enabling a new model — one this report unpacks chapter by chapter, from the foundations of IP infrastructure all the way to the hybrid creator economy now sitting on top of it.

THE NEW MODEL

- 01 Produce from anywhere
- 02 Scale instantly
- 03 Multiply content
- 04 Distribute everywhere

This ebook explores how that transformation works — and how organizations can adopt it in a practical, controlled way.

CHAPTER

01

The Industry Shift.

Why sports production is changing — and why the change is structural, not cyclical.

— 01 / THE SHIFT

Streaming is reshaping distribution. **Creators** are redefining engagement.

Live sports has historically been the most stable, most monetizable, and most infrastructure-heavy form of media. That stability is now under pressure from three forces operating in parallel: a shift from linear to streaming distribution; the rise of creator-driven content; and a near-vertical curve in audience demand.

Each one alone would force change. Together, they are rewriting the production model. The question for broadcasters, federations, leagues and rights holders is no longer whether to adapt — it is how fast.

THREE FORCES, ONE SHIFT

01 / Distribution

Before: Linear first
NOW: STREAMING-FIRST
across every region and demographic.

02 / Engagement

Before: Broadcasters only
**NOW: BROADCASTERS
+ CREATORS + FAN
COMMUNITIES**
redefining where audiences gather.

02 / Demand

Before: Bounded inventory
**CONTINUOUS
CONTENT**
across leagues, formats and languages.



CHAPTER

02

The Foundation: IP-Based Video Infrastructure.

— 02 / FOUNDATION

From fixed infrastructure to flexible networks.

IP-based video transport replaces fixed transmission paths with a software layer. Instead of relying on a single satellite window or a dedicated fiber circuit, modern workflows aggregate multiple connectivity sources — **cellular, Wi-Fi, Ethernet, and satellite** — into a single, resilient stream.

The result is a transport layer that adapts to the venue, not the other way around. A backpack transmitter on the field can carry the same broadcast-grade signal that a truck used to require — at a fraction of the cost and setup time.

ADVANTAGE 01

Location independence

Content can be captured anywhere — stadium, tunnel, fan section, training ground.

ADVANTAGE 02

Network resilience

Transmission stays stable even in challenging environments and high-density venues.

COMPARISON · TRADITIONAL VS IP-BASED

ASPECT	TRADITIONAL	IP-BASED
Transmission	Satellite / Fiber	Cellular + IP + Hybrid
Scalability	Fixed	Elastic
Setup Time	Days / Months	Hours / Days
Cost Structure	Event-based	Flexible
Location Dep.	High	Low

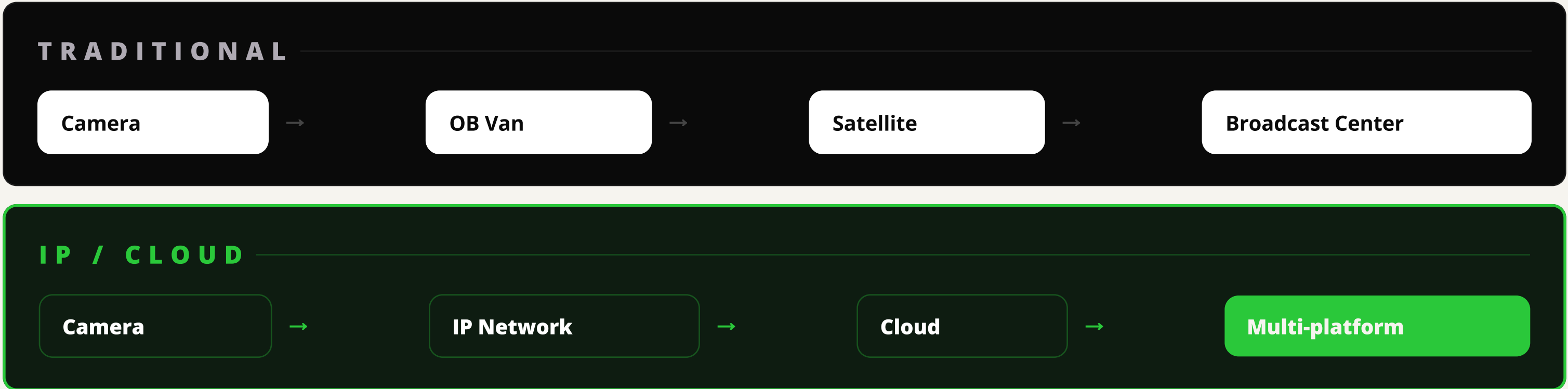
— 02 / FOUNDATION · CONT.

Decoupling capture from production.

Once video is transported over IP, **capture is no longer tied to production**. A camera in a stadium, a tunnel, or a fan section can feed a centralized production environment without local control rooms or full on-site teams. The capture point and the production point can sit on different continents.

Capture happens on-site.
Production happens anywhere.
Distribution happens everywhere.

WORKFLOW COMPARISON



One layer, end to end.

IP doesn't stop at the camera. The same network that carries contribution also handles routing, switching, and distribution — collapsing what used to be three disconnected stages into a single addressable surface that any tool, vendor, or partner can plug into.

- 01

Distribute a single live feed to multiple destinations simultaneously
- 02

Switch between feeds with minimal latency
- 03

Integrate with cloud-based production tools
- 04

Support broadcast outputs and digital platforms in parallel



FIELD NOTE · 02

IP infrastructure is built for **scale**, not for events.

Whether producing one match or hundreds across a season, the same underlying system can be reused, expanded, and adapted — without rebuilding from scratch.

CHAPTER

03

The Industrialization of Remote Production.

Production is no longer assembled. It is deployed.

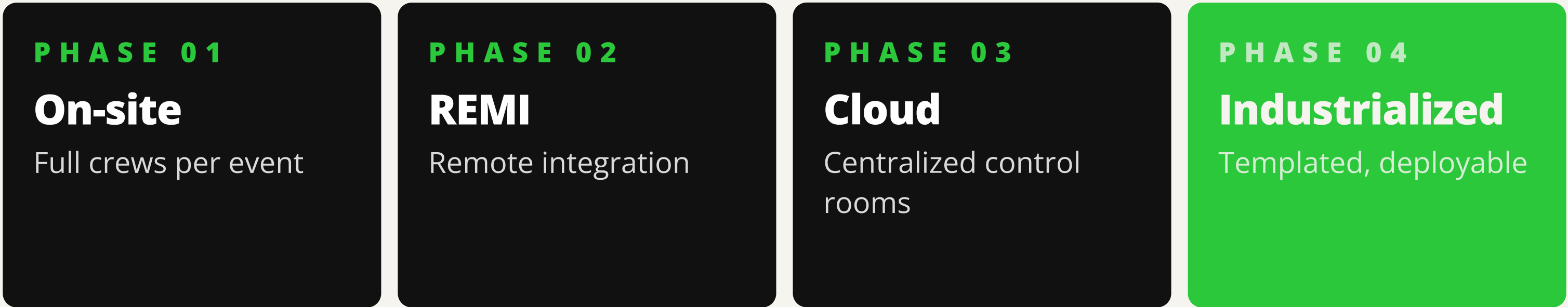
— 03 / INDUSTRIALIZATION

From one-off productions to repeatable systems

Remote production turns the production environment itself into a deployable artifact. Settings, layouts, graphics packages, audio routing, talent positions — everything is captured as a **template** that can be spun up against any IP-connected venue in minutes.

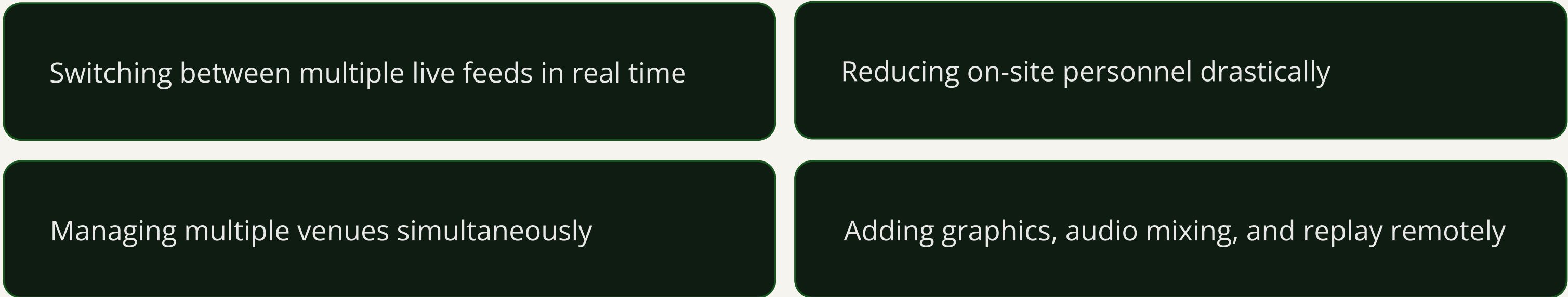
The industry has moved through this in clear stages — from on-site crews, to remote integration, to cloud control rooms, to fully industrialized, repeatable workflows.

THE EVOLUTION OF SPORTS PRODUCTION



Centralization without compromise.

Modern cloud-based production environments allow entire events to be managed from a centralized location. Complex international tournaments can be operated by small teams working remotely — often from a single control room or even distributed laptops.



CASE STUDY · 01

DAZN · GLOBAL · 2025

FIFA Club World Cup 2025.

DAZN brought every moment of the inaugural 32-team tournament to global audiences with a fully cloud-based contribution and distribution workflow, developed with TVU Networks.



— CASE STUDY · DAZN

One centralized hub for the world's biggest stage.

The evolution of cloud-based production is best illustrated through large-scale global events. During the FIFA Club World Cup 2025, DAZN leveraged a cloud-based production model to manage one of the most complex football broadcasting environments in the world: multiple venues across different regions, high volume of simultaneous live feeds, global audience expectations, and the need for both broadcast-quality output and digital content.

Instead of relying on traditional on-site production, DAZN implemented a centralized, cloud-based workflow — enabling remote production across multiple locations, real-time management of numerous live feeds, and centralized control with distributed inputs.

32

of the world's top club teams

9

countries connected in the cloud

32

TVU RPS One transmitters

1

month-long global tournament

WORKFLOW

02

Contribute

All live feeds and return signals routed through TVU MediaHub — one input, unlimited destinations.

01

Capture

Multi-camera feeds at every venue across 9 countries — bonded over 5G/Wi-Fi/Ethernet through TVU RPS One.

03

Produce

Centralized cloud production: switching, graphics, audio, replay and clipping — operated remotely.

04

Distribute

Single source delivered simultaneously to broadcast partners and digital platforms worldwide.

— CASE STUDY · DAZN · THE TVU STACK

The technology behind the operation.

Two TVU products carried the entire workflow. One captured every moment in the field. The other routed every signal to every destination — in real time, at global scale.

FIELD CONTRIBUTION

01

TVU RPS One

All-in-one wireless backpack for cloud REMI production. Aggregates up to 12 connections — six embedded 5G modems, Wi-Fi, Ethernet, satellite — for sub-second latency from any venue.

- › 6× embedded 5G modems
- › 0.5s glass-to-glass latency
- › 4 video inputs · 16 audio channels
- › Up to 125 Mbps bonded transmission



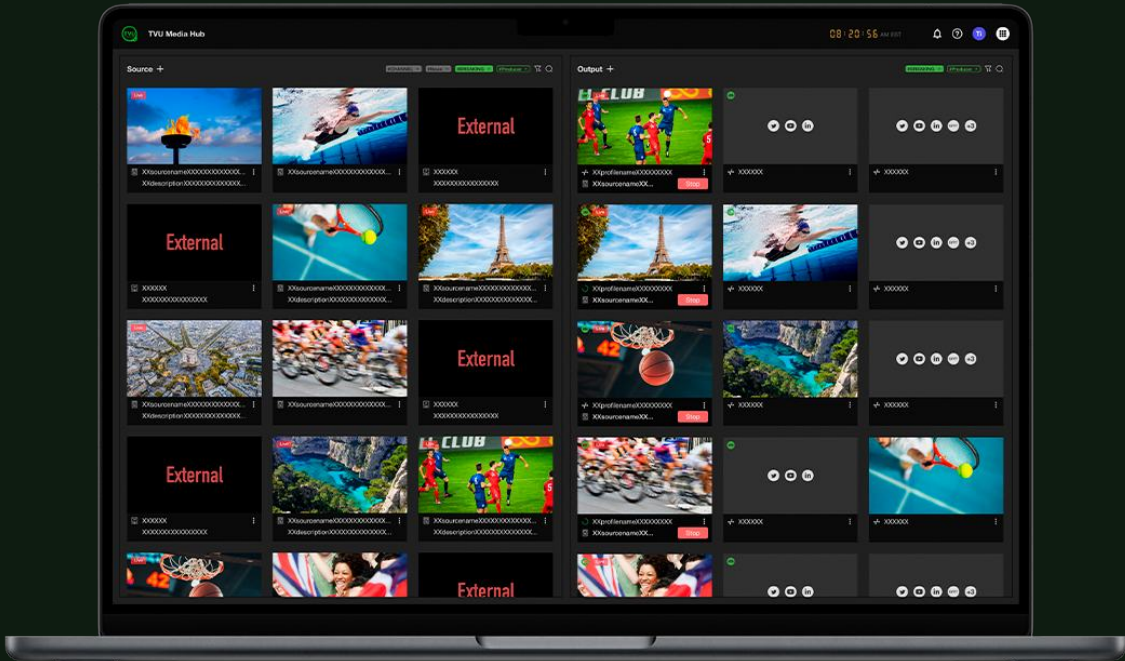
CONTENT ROUTING

02

TVU MediaHub

Cloud-based routing layer that takes any video source and delivers it to an unlimited number of destinations simultaneously. The single source-of-truth between contribution and distribution.

- › Unlimited destinations from one source
- › Schedule, record, analyze, backup
- › Supports SMPTE 2110, NDI, SRT, RTMP, HLS, Zixi
- › Cloud-native or on-prem deployment



STRATEGIC IMPACT

All 32 RPS One transmitters were instantly available to every global destination through MediaHub — routing a decisive penalty in Los Angeles or a save in Miami to regional broadcasters in real time.

CASE STUDY · 02

DAZN · MULTI-COUNTRY · 2025

The cloud SuperFeed.

The first-ever cloud SuperFeed live production — a continental basketball tournament across four host nations, produced from a single remote room in Madrid.



— CASE STUDY · DAZN · SUPERFEED

The cloud **SuperFeed**: a continental tournament, one remote room.

For a multi-country basketball tournament hosted across four host nations, DAZN delivered the **first-ever cloud SuperFeed live production** on the TVU platform. Every venue, every moment, every angle — captured, transmitted and produced through a single cloud workflow operated from a small remote room in Madrid.

A handful of operators with laptops managed a complex international event from one location, delivering dozens of extra camera angles to fans at a fraction of the cost of a traditional broadcast.

12

live feeds per venue, simultaneously

4

host nations, one cloud production

10,000+

hours of content recorded

1

remote room, in Madrid

THE TVU STACK BEHIND IT

TVU RPS One + smartphones

Multi-feed contribution from venues, locker rooms, team buses.

6-eSIM + Wi-Fi bonding

Resilient transmission even from inside crowded stadiums.

TVU Producer

Full cloud production: graphics, switching, audio, clipping.

TVU Search

Instant clipping across every live feed for digital partners.

“

By moving production to the cloud, broadcasters can dramatically **increase content output while reducing the complexity** and cost **traditionally associated with large-scale live events.**

Rafael Castillo · VP/GM EMEA and Latin America, TVU Networks

CASE STUDY · 02

PEGSA · LATIN AMERICA · 2026

A real-time content engine, built for LATAM.

PEGSA represents one of the most advanced implementations of the cloud-native production model — a multi-country, IP-based operation that centralizes regional production at scale and turns every match into a reusable content asset.



— CASE STUDY · PEGSA · NUMBERS

Five countries. One control room. Cloud.

01

59

matches in Super Rugby Americas 2026

02

52

produced fully in the cloud

03

11

cameras per match (including drone)

04

5

countries: ARG · BRA · CHL · PRY · URY

05

27,000

hours of content delivered annually

PEGSA implemented a fully cloud-native sports production workflow combining multi-camera live capture, end-to-end IP transport, regional centralization and a complete cloud production environment. A distributed operation, run at scale, from a single platform.

Signals from eleven cameras — including a drone — are transmitted to the cloud using **TVU One** mobile transmitters. Content is delivered to ESPN and Disney+ across Latin America. **The result is not just a more efficient workflow — it is a fundamentally different operating model: from single-output production to a continuous engine of reusable video, opening new operational uses for every match captured.**

“

When technology serves sports, it not only enhances the broadcast but also expands access to information and contributes to the quality of the game.

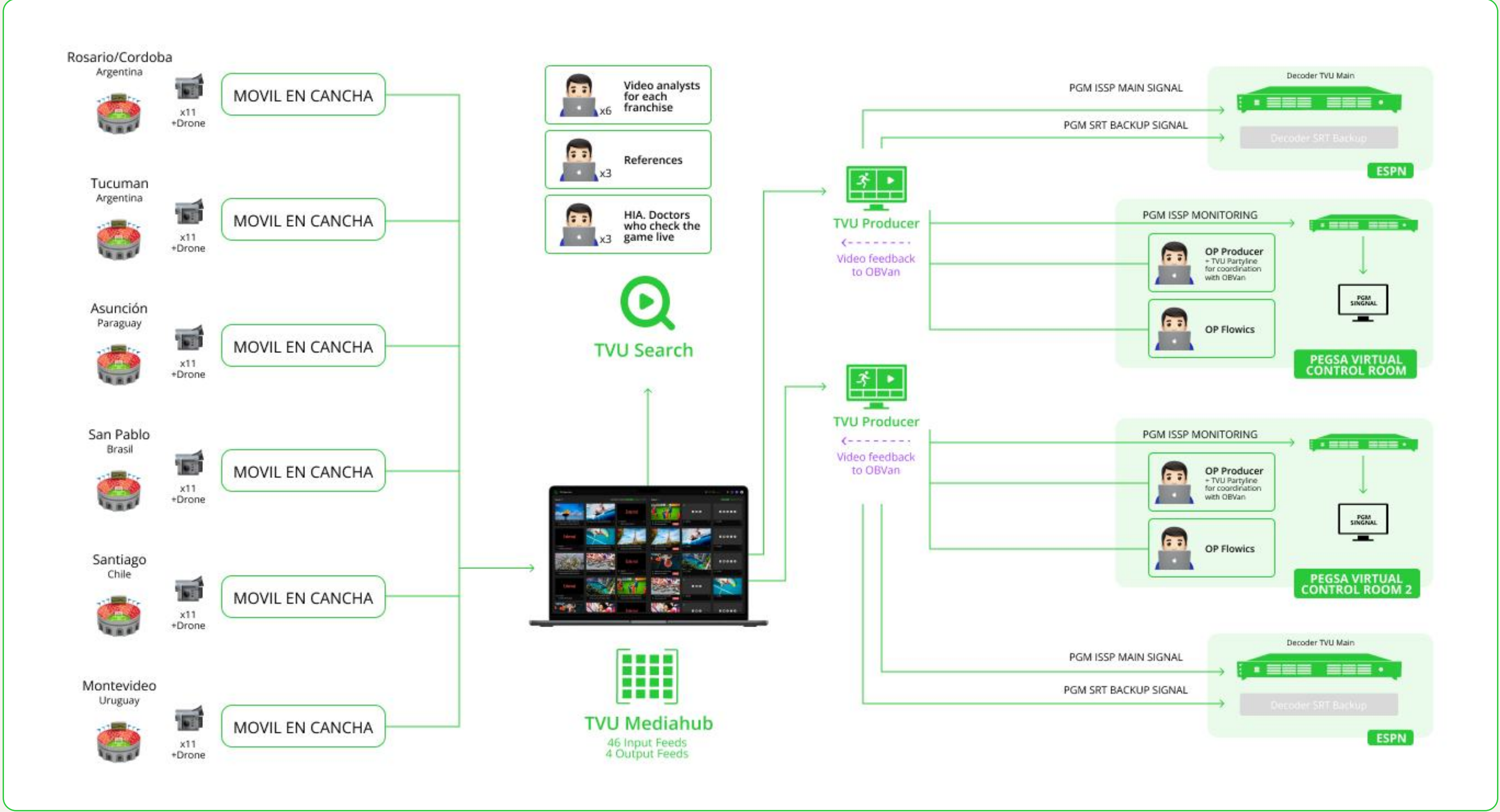
Rafael Castillo · VP/GM EMEA and Latin America, TVU Networks



— CASE STUDY · PEGSA · WORKFLOW

Five venues. One **cloud** control room. Two virtual production rooms.

Each venue feeds an on-court mobile unit (**Movil en Cancha**) — eleven cameras plus drone — bonded into the cloud through TVU MediaHub. Two virtual control rooms run TVU Producer in parallel, with TVU Search indexing every feed for instant clipping. Final outputs are distributed to ESPN main and backup decoders.



46 / 4

input feeds → output feeds via TVU MediaHub

5×11 + drones

cameras per venue, five venues live

2

virtual control rooms running TVU Producer

x6 / x3 / x3

video analysts · references · HIA doctors

“
This partnership with TVU demonstrates how technology enables us to deliver high-quality live productions with greater efficiency and flexibility.
Sergio Ferraro · Senior Director of Production and Operations, PEGSA

— CASE STUDY · PEGSA · THE TVU STACK

The technology behind the operation.

A single, end-to-end TVU stack carries every match — from on-court contribution to virtual production rooms, regional distribution and the long-tail content layer.

FIELD CONTRIBUTION

01

TVU One

Mobile cellular transmitters bonding multiple connections from each venue. Eleven cameras plus drone, every match, sub-second latency to the cloud.

- › Multi-network bonding (5G/LTE/Wi-Fi)
- › Sub-second glass-to-glass latency
- › Reliable transmission from any venue
- › On-court Movil en Cancha unit per venue

CLOUD PRODUCTION

02

TVU Producer

Two virtual production rooms running fully in the cloud — switching, graphics, audio mixing and clipping. No physical control room, no per-event setup.

- › Two parallel virtual control rooms
- › Full broadcast-grade switching & graphics
- › Operated remotely by distributed teams
- › Scales up and down per match calendar

ROUTING & DISTRIBUTION

03

TVU MediaHub

The cloud routing layer between venues, control rooms and distribution partners. 46 input feeds in, 4 output feeds out — to ESPN main and backup decoders.

- › 46 inputs · 4 outputs, per match day
- › Single source-of-truth across the operation
- › ESPN main + backup distribution
- › Resilient regional delivery

CONTENT LAYER

04

TVU Search

Real-time indexing across every live feed — making each match a searchable asset for analysts, referees, medical staff and downstream digital reuse.

- › Indexes every feed during the live event
- › x6 video analysts · x3 references · x3 HIA doctors
- › Long-tail content reuse beyond broadcast
- › Instant clipping for digital partners



CHAPTER

05

The Content Explosion Layer.

Once production is centralized, the question changes: how do you unlock the full value of every moment captured?

— 05 / CONTENT LAYER

From production to content multiplication

content multiplication.

For decades, live sports production had a clear objective: deliver the event. Once the broadcast ended, most of the content lost its immediate value. **That is no longer the case.**

Every live production now generates multiple camera angles, continuous footage beyond the main broadcast, behind-the-scenes moments, and contextual content. The challenge: how do you transform raw production into usable, scalable content?

Thousands of hours of footage are generated every season — but without proper infrastructure, most of it remains:

- UNINDEXED
- INACCESSIBLE
- UNDERUTILIZED

Making content usable.

CAPABILITY	IMPACT
Real-time indexing	Locate moments instantly
Search across feeds	Access any camera or angle
Live clipping	Create content during the event
Archive access	Reuse content long after broadcast

— 05 / MULTIPLICATION

From output to multiplication.

OLD MODEL

1 Production
→ 1 Output

NEW MODEL

1 Production
→ Broadcast feed
→ Digital clips
→ Social content
→ Creator content
→ Archive assets

Monetization evolution.

MODEL	
Traditional	Broadcast rights
Transitional	+ Digital platforms
Emerging	+ Creators · DTC · Data

The value of sports production is no longer defined by the event itself.
It is defined by **how many times that content can be used, distributed, and monetized.**

CHAPTER

06

Creators vs Broadcasters — And Why the Hybrid Model Wins.

— 05 / HYBRID MODEL

Broadcasters monetize. Creators amplify. Together, they scale.

The industry often frames the evolution of sports media as a conflict—creators vs broadcasters, digital vs traditional. But neither side can replace the other.

BROADCASTERS BRING

Monetization · Structure · Premium

- 01 Production quality
- 02 Rights ownership
- 03 Global distribution scale

CREATORS BRING

Reach · Engagement · Speed

- Authenticity & fan proximity
- Real-time reaction
- Highly engaged communities

The hybrid model only works if content is accessible. With the right infrastructure—real-time access, instant clipping, scalable distribution—creators become a top-of-funnel layer that expands reach, amplifies moments and extends content lifecycle.

The future is not creators replacing broadcasters. It is a hybrid system where both operate on top of a **shared infrastructure**.



CHAPTER

07

Building the Future Sports Production Stack.

A practical framework for adoption — phased, integrated, designed for scale.

— 06 / THE STACK & ADOPTION

A unified ecosystem.

A phased path to adoption.

Five integrated layers — and the sequenced rollout that turns them into a working operation.

THE STACK · FIVE LAYERS

L01	Capture & Transport	Field cameras, mobile, 5G bonded networks	TVU One · Router · Grid
L02	Cloud Production	Switching, audio, graphics, commentary	TVU Producer · Remote Commentator
L03	Content Layer	Indexing, search, clipping, archive	TVU Search
L04	Distribution	Broadcast / OTT / social / partners	TVU MediaHub · Grid
L05	Engagement	Creators, fan content, digital	Integrated ecosystem

ADOPTION · FIVE PHASES

PHASE 01	IP Contribution	Location independence · reliability
PHASE 02	Remote Production	Operational efficiency · scale
PHASE 03	Content Layer	Faster publishing · cross-team
PHASE 04	Expand Distribution	Reach · diversification · targeting
PHASE 05	Creator Ecosystem	Engagement · new audiences · growth

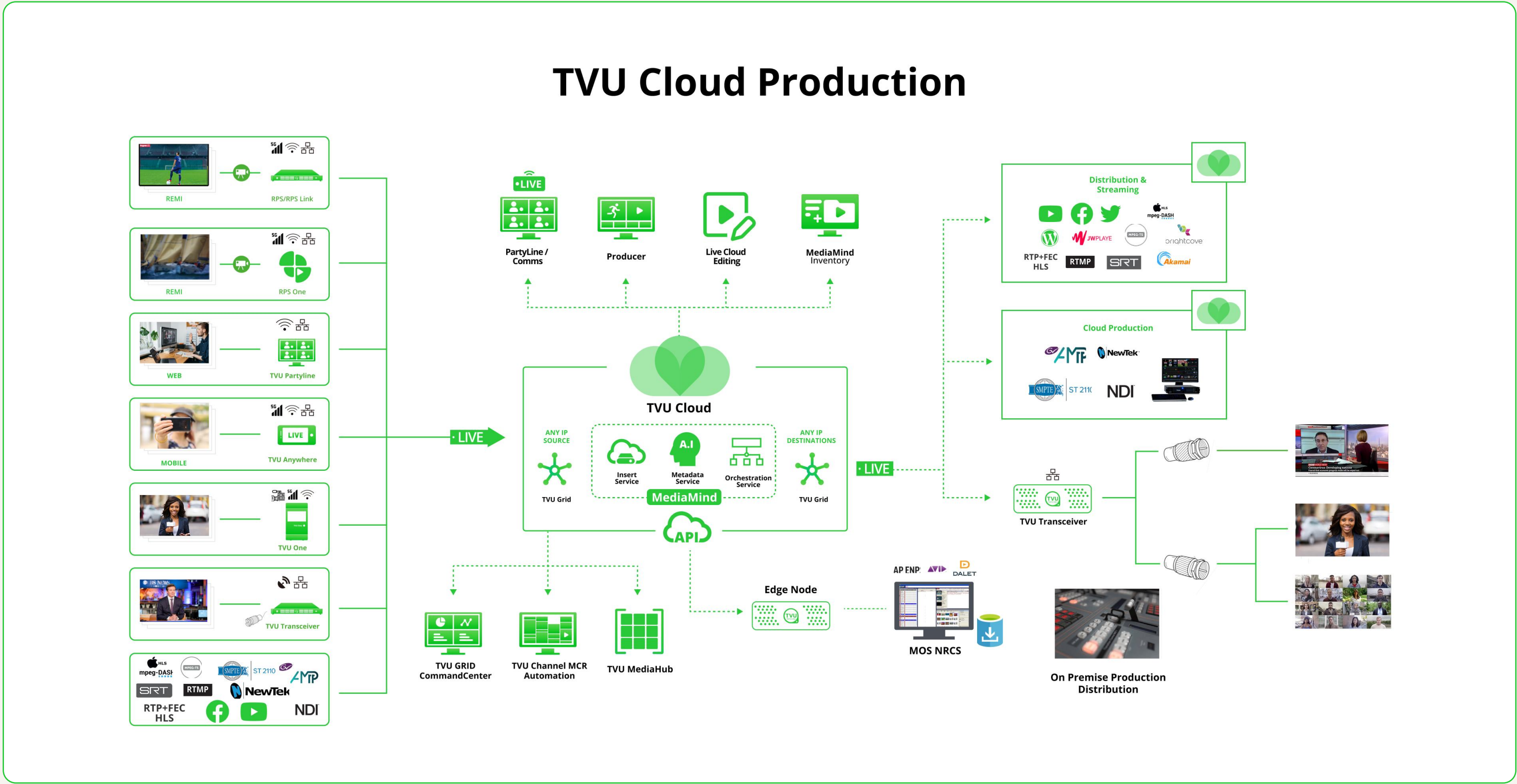
— FINAL STATEMENT

Connected workflows, continuous content.



IP infrastructure enables capture. Cloud enables production. Content layers unlock value. Creators expand reach. **But none of this works in isolation.**

The organizations that will lead the next decade of sports production are not those that adopt isolated innovations — they are those that build **integrated systems designed for scale, flexibility, and continuous content creation.**





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The Future of Sports Production.