



CASE STUDY · THE 2026 WORLD CUP

THE ENGINEERING BEHIND BRAZIL'S BIGGEST SPORTS-MEDIA PHENOMENON

CazéTV — Brazil's free, YouTube-native sports channel led by streamer Casimiro Miguel — is the only platform carrying all 104 matches of the 2026 World Cup, free on YouTube, and it shattered the world record for concurrent viewership. TVU Networks is the technology connecting this real-time operation across five countries, for millions of people.

WHO IS CAZÉTV? A free, digital, YouTube-first sports channel that redefined how Brazil watches sport — mainstream scale, zero paywall.

A NEW WORLD RECORD — LIVE.

24^{M+}

DEVICES CONNECTED
SIMULTANEOUSLY

A new world record for concurrent viewership on YouTube during a CazéTV broadcast.

2.5B+

views across the full broadcasts of the 2026 World Cup matches.

100M+

Unique devices followed the broadcasts throughout the competition.

104

matches with full, free-to-watch coverage on YouTube — an unprecedented model in the country.

25

TOP 25 • HISTORIC LEADERSHIP

CazéTV now holds the top 25 positions among the most-watched live broadcasts in YouTube history.



CazéTV ✓

@CazeTV • 41,1 M de suscriptores • 29 K vídeos

Más información sobre este canal ...más

[whatsapp.com/channel/0029Va2h7c26RGJBKeVlzN1Q](https://www.whatsapp.com/channel/0029Va2h7c26RGJBKeVlzN1Q) y 3 enlaces más

Suscribirse

★ Unirme

FIVE COUNTRIES, ONE REAL-TIME PIPELINE.

Broadcasting live to tens of millions at once, with crews spread across five countries and signals arriving from different continents, demands an architecture far beyond what a conventional digital platform can handle. The project combines **live contribution, signal transport, cloud distribution, recording and social-media production** into a single workflow.

USA IBC Dallas	MEXICO field	CANADA field	BRAZIL core · Rio	PORTUGAL production
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CazéTV's production hub in Rio de Janeiro centralizes feeds from the stadiums, the IBC in Dallas, and the CazéTV Houses, fan spaces similar to fan fests.

FROM PITCH TO POST — WITHOUT LEAVING THE CLOUD.

01 CONTRIBUTION • TVU BACKPACKS

12 transmitters dedicated to the Brazil team and 3 to the Portuguese crew (TM1000 / TM1100), bonding 5G, 4G, Wi-Fi and wired links simultaneously, with IFB comms and video return to talent. Latency from 500 ms.

02 TRANSPORT • IBC DALLAS → RIO

Multiple 4K and FHD signals reach the production core via TVU RPS and TVU G-Link, with at least two redundant links to Brazil — running off the IBC's robust, redundant architecture.

03 DISTRIBUTION • TVU MEDIAHUB

Multipoint cloud distribution: the **same signal** from a TVU transmitter reaches Rio and the Portugal operation simultaneously at low latency — while keeping intercom audio between crews. The solution also returns video to the backpack, letting a single live feed be monitored, coordinated and produced from two operation sets at the same time.

04 CASA CAZÉTV • TVU GRID

The Casa CazéTV venues in Rio de Janeiro and São Paulo run as large connected fan fests, with spaces of 10,000 m² in São Paulo and 3,000 m² in Rio de Janeiro, designed to draw **more than 100,000 visitors** across the tournament. To sustain this simultaneous operation, match signals are distributed over TVU Grid servers, with four bidirectional signals per venue between the Casa CazéTV sites and the production center in Rio. Brazil and Portugal also exchange four FHD signals over Grid, ensuring stability, low latency and robustness for a large-scale live operation.

05 SOCIAL • TVU SEARCH

In the cloud, with **700 hours of recording** and multiple simultaneous users: the team taps the live recording, selects moments and generates **clips in seconds** for use on social media.



THE VOICES BEHIND THE OPERATION

"CazéTV already runs an operation that demands a great deal of agility, stability and flexibility. In a World Cup, that challenge reaches another scale — multiple countries, crews in the field, remote production, fan fests and digital distribution all happening at once. TVU steps in precisely to connect those flows into a single ecosystem, with the robustness that coverage of this magnitude requires."

EDUARDO MUNE — SALES DIRECTOR, TVU NETWORKS BRAZIL & SOUTHERN CONE

"The challenge isn't only receiving signals from different points, but organizing them inside an operation that has to respond in real time. With TVU, we built a workflow that gives more control and cuts steps between capture, production and delivery."

IVAN SOUZA — STRATEGIC PLANNING, ENGINEERING & OPERATIONS, CAZÉTV

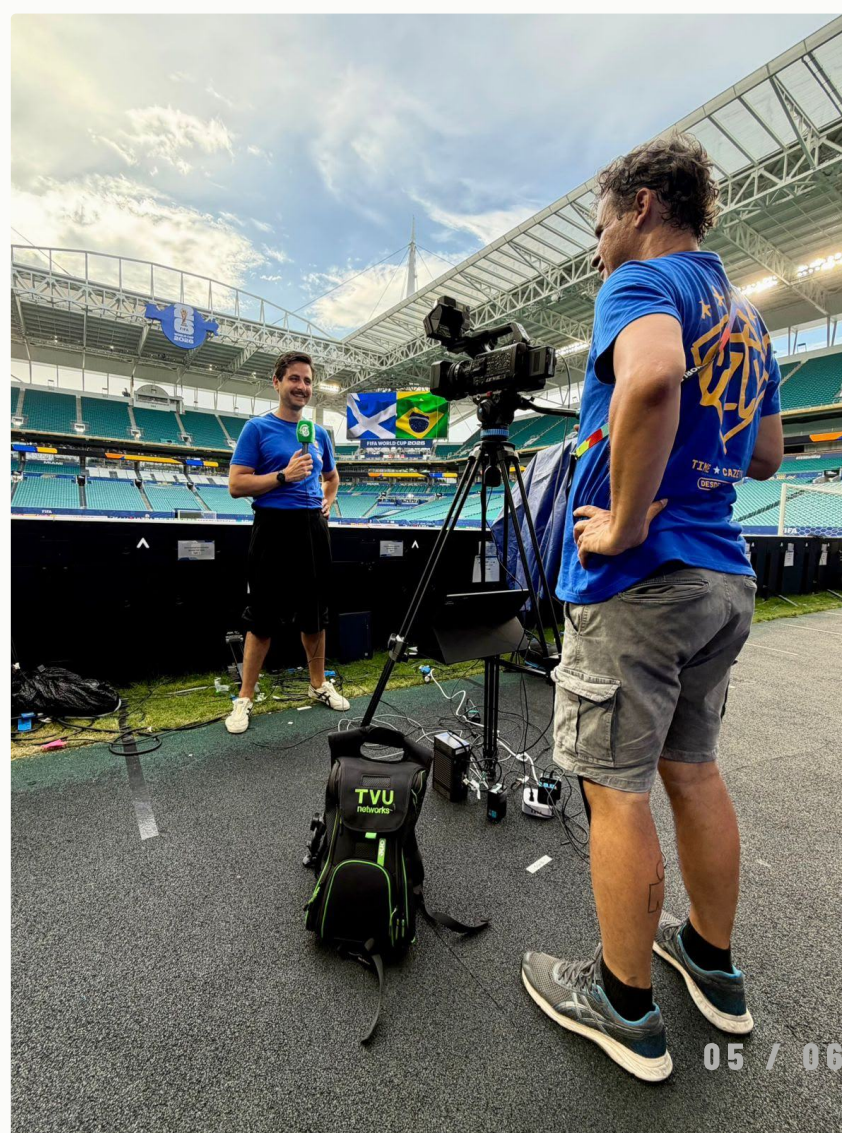
"Being part of CazéTV's World Cup coverage — a phenomenon redefining sports broadcasting in Brazil — is a milestone for LineUp, and a reflection of the trust and innovation built over more than 10 years alongside TVU."

NILSON FUGISAWA — CEO, LINEUP

THE LINEUP PARTNERSHIP

TVU Networks' partner in Brazil for over a decade, LineUp plays a strategic role in enabling the operation locally. Beyond the commercial relationship, the company supports technical coordination, alignment across crews and hands-on tracking of the workflow in the field.

The joint work between TVU and LineUp reinforces a partnership model that goes beyond delivering technology: it involves understanding the operation, local presence and continuous collaboration to sustain large-scale live broadcasts with stability and efficiency.



A BROADCASTING MODEL THAT, UNTIL RECENTLY, SEEMED IMPOSSIBLE.

IP- and cloud-based workflows that connect remote crews, cut dependence on dedicated physical infrastructure and speed delivery to multiple platforms. The CazéTV case shows how flexible contribution, transport and distribution can technically enable a live sports operation at unprecedented scale.

ABOUT TVU NETWORKS

A global provider of IP- and cloud-based video contribution, transport and distribution solutions, with technology deployed in broadcast operations across more than 100 countries. In Brazil, TVU powers large-scale sports, news and entertainment coverage.

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