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Providing Operational Elasticity for Consumer Multiview Channel Creation

Cloud-Based Multiview Deployments

Live sporting events form the cornerstone of broadcast content. **Typically, over 20% of programming time on broadcast platforms is made up of sports content.** Live sports draws viewers to the screen and consistently achieves the highest program ratings.

Because of its popularity, live sports is key to gaining and maintaining platform subscribers and driving advertising revenue. A high-quality viewer experience is therefore essential.

Sports viewers frequently engage with sporting events beyond core program content. The use of second screens is common to find additional information and statistics, watch replays and follow multiple co-timed matches to track team success through a competition.

Presenting multiview channels to fans has been shown to increase viewer engagement and provide the audience with a highly desirable mechanism to consume parallel events.

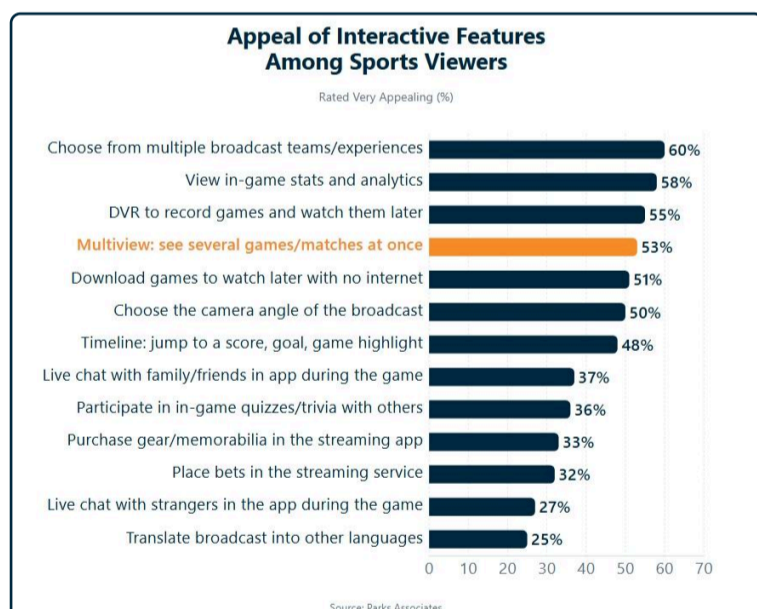


Figure 1: Multiscreen channels are rated as 4th most desired feature amongst sports viewers

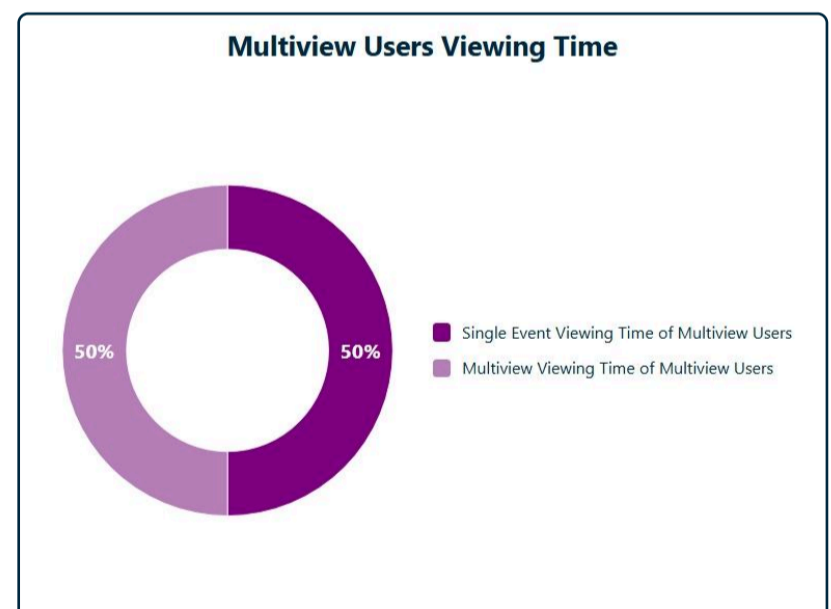


Figure 2: Viewers spend a significant amount of time viewing multiview channels

Latest research indicates that consumers who select multiview channels spend a significant amount of time viewing a multiview channel.

Analysis of audience behavior indicates that viewers who are more engaged with sports content deliver higher platform retention and are more likely to have a greater subscription spend.

Deploying Multiview Channels for Transitory Events

Sports events are transitory. Individual match programming lasts a small number of hours, often running alongside parallel matches. To deliver an affordable multiview solution, the technology needs to be elastic and scalable – especially considering the main screen and multiple minor screen permutations that may be required to serve parallel matches or programming.

Fixed video processing environments and physical platforms are a poor match for multiview needs. Cloud platforms and solutions that can be spun up and down on demand deliver more appropriate properties for transitory multiview services.

Enabling Multiview Channel Creativity

Techex's tx darwin provides a framework where broadcast workflows can be created. Multiview solutions can be built within the platform as blueprints that can be instantiated in quantity and deployed on demand to the scale required for the event duration ensuring that resources are employed to the optimum.

tx darwin's multiview solution provides creative flexibility to design and brand the multiview channel look and feel. Video screens can be positioned and scaled as desired. Graphics can be overlaid on the image. The channel can be completed with presentation of the appropriate audio services and ancillary data that is linked to the screen content.



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Benefits

Multiview channels allow sports fans to engage with parallel events to a new depth delivering greater and longer viewer engagement. Techex's tx darwin cloud workflow solution allows broadcasters to deploy multiview channels at scale with operational flexibility and elasticity that ensures cost-effective and rapid deployments.

 Combine multiple video services into a single image raster.

 Scale and position image services as required

 Manage audio services and ancillary data for each video service



**To learn more about the tx darwin Consumer Multiview solution,
get in touch with one of the team : sales@techex.co.uk**

For more information visit
www.techex.tv