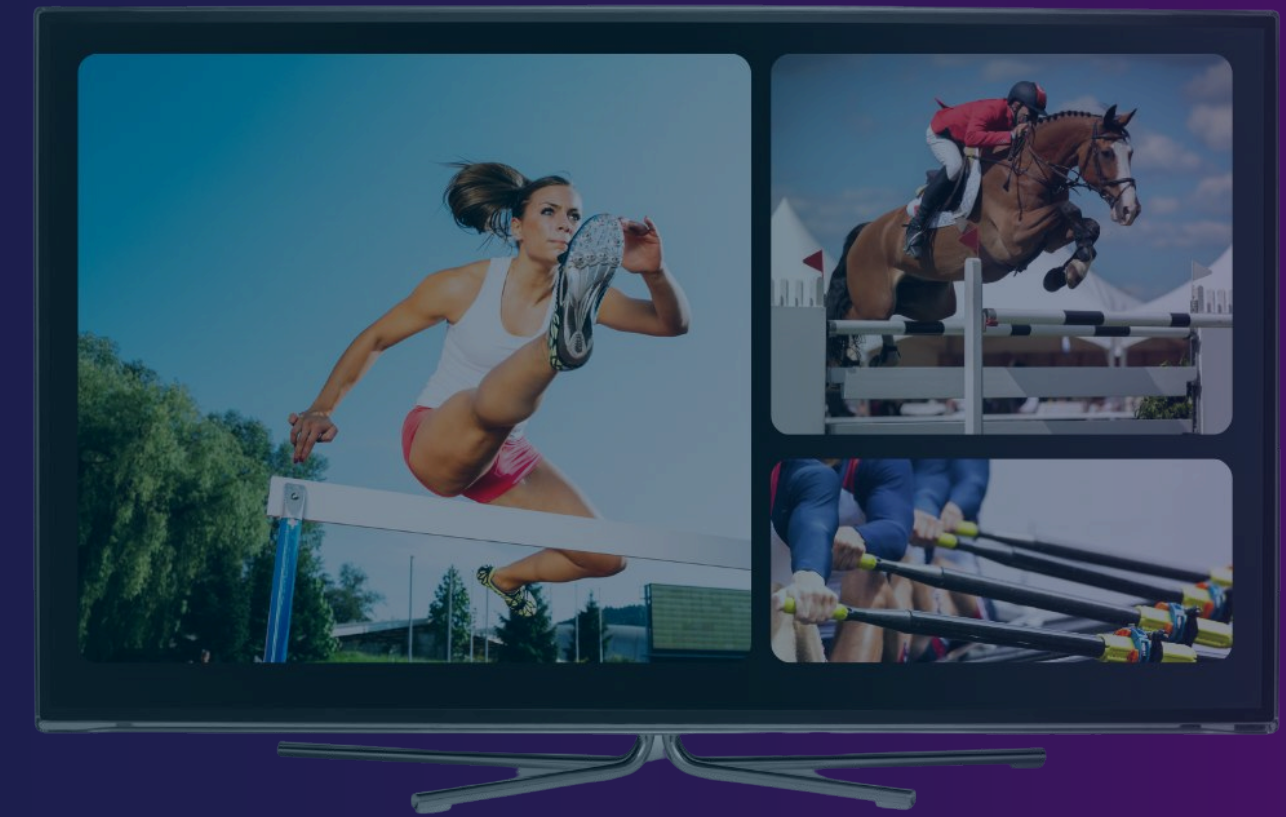


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Monetising & Engaging Sports Fans with Multiview Channels

Cloud-based Multiview Deployments using **tx darwin**

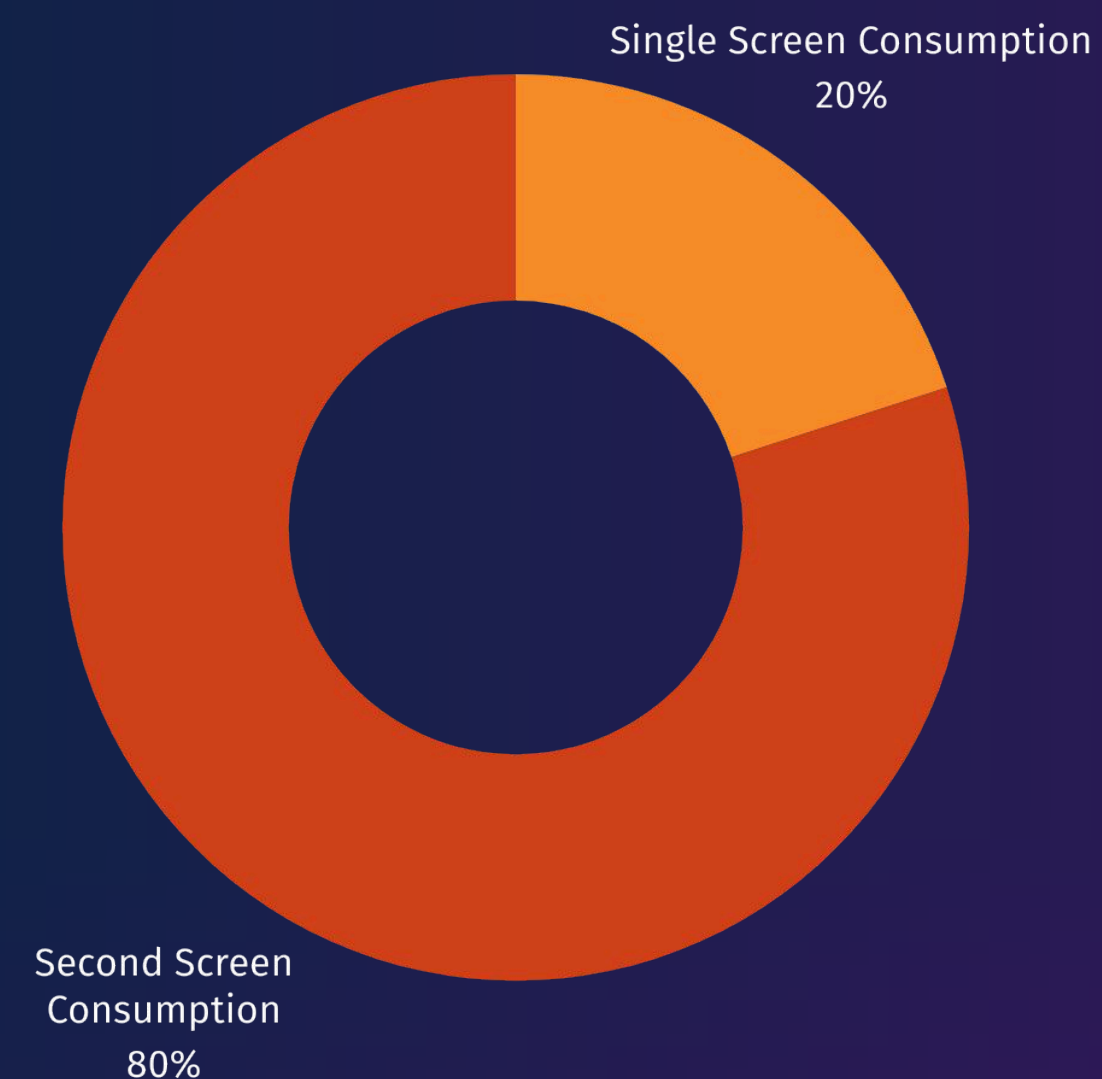


Cloud-Based Multiview Channel Deployment

Over **20%** of programming on broadcast platforms is made up of sports content

Viewers now engage with their favourite sports beyond core programmes. The use of second screens is common to find additional **information and stats**, watch **replays** and **follow multiple co-timed matches** to track team success through a competition.

SPORTS VIEWERS' SCREEN USAGE



Offering multiview channels to fans **increases viewer engagement**



Multi Event Viewing Time
50%



Viewers with multiview access spend 50% of their time interacting with the multiviewer channel

(Mountain Research)

Single Event Viewing Time
50%

Cloud solutions that can be **spun up and down on demand** deliver better functionality for transitory multiview services than fixed infrastructure

tx darwin provides a software-defined framework to create broadcast workflows with ease

tx darwin Multiview solutions can be built as **blueprints that can be instantiated in quantity and deployed on demand at scale** while optimising resources

txdarwin.



Use **tx darwin** to deploy multiview channels at **scale** with creative **flexibility** and **elasticity** to ensure **cost-efficiency** and **speed**.



Combine multiple video services into a single image raster

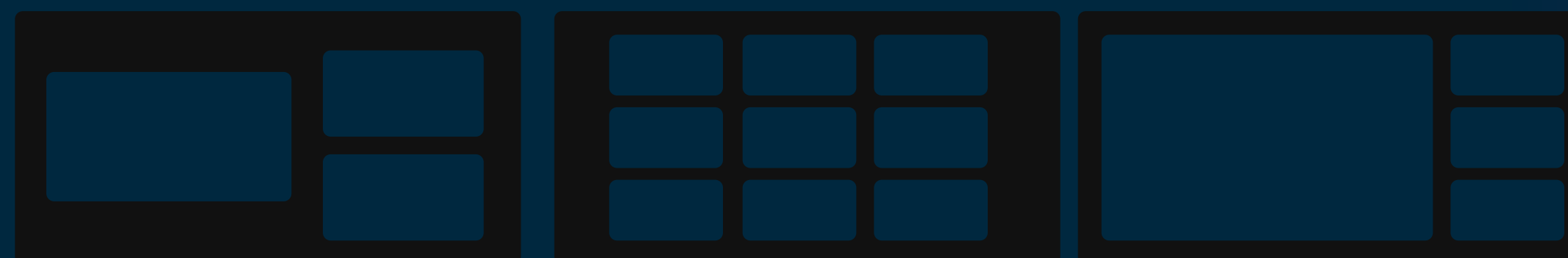


Scale and position image services as required



Manage audio services and ancillary data for each video service

Customisable layouts



Find out more: sales@techex.co.uk