

DELIVERING THE SPECTACULAR LIVE

Casablanca Online and SES

Case Study

Industry

Broadcasting

Location

Brazil

SES▲



Together with Casablanca Online, we're helping broadcasters bring football fans across the Americas closer to the sport they love.

Using the OU Flex ecosystem, Casablanca Online facilitated live broadcasting of Copa America 2019 to more than 100 million homes in Latin America.

Across the Americas, football is not just a sport, but a shared passion that brings people together. When watching their favourite sport live—whether on a television screen, a laptop, or a mobile device—viewers expect to feel like they are part of the game. Broadcasters are looking for innovative solutions that help them deliver highly immersive live sports experiences to football fans across the region—no matter where they are.

With one of the biggest fleets of satellite news gathering (SNG) vans in Latin America, Casablanca Online is an important provider of satellite-enabled integrated solutions for live broadcasting in the region. Casablanca Online and SES started their partnership 20 years ago, and have worked together to capture live sports and other events from different sites—enabling broadcasters to bring high-quality live experiences to millions of viewers across the Americas. In June 2019, Casablanca Online and SES worked together to help broadcasters deliver Copa America—the region's most important football event.

The 46th edition of Copa America, an international football championship organised by South America's ruling football body CONMEBOL, took place across six venues in Brazil. "Copa America is returning to Brazil after 30 years. To transmit the event live, our clients requested not just DVB links, but also IP links to facilitate live streaming from the venue, feeding and monitoring social media, file uploads and downloads, and voice over connectivity for intercoms," says Alex Pimintel, CEO at Casablanca Online. "We wanted to provide a comprehensive solution to broadcasters, and OU Flex was the perfect match."



6

Copa America venues in Brazil

100M+
homes reached

Using the OU Flex ecosystem, Casablanca Online facilitated live broadcasting of Copa America 2019 to more than 100 million homes across Latin America. “We are very proud to introduce OU Flex in the region in partnership with Casablanca Online,” says Jurandir Pitsch, SES’s VP Sales & Market Development Latin America and the Caribbean. “To capture the opening ceremony of Copa America and the Brazil-Bolivia game, Casablanca Online was at the Morumbi Stadium in São Paulo with six trucks, and additional crew and equipment. The event was transmitted all over the Americas live, reaching an audience of over 6 million.”

At major sports venues like the Morumbi Stadium, cellular networks become congested when thousands of people at the venue try to use it at the same time. For broadcasters at the venue, the bi-directional IP connection provided by OU Flex ensured they could communicate with their studios, as well as deliver HD-quality signals to their audiences—on multiple platforms and devices.

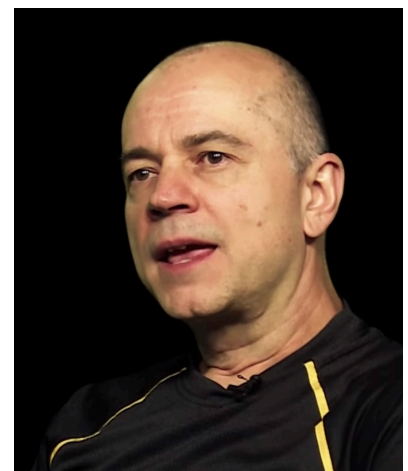
“The OU Flex modem installed in the SNG truck acted as the hub for receiving customers’ IP signals,” explains Andreas Breuer, Senior Engineer at SES. “Via satellite, these signals were delivered to the hub in Manassas in the United States, where we had a direct connection to the internet backbone. From here, the signals could be routed to multiple locations—whether a studio or a social media platform.” For Casablanca Online customers, OU Flex brought convenience and reliability to the live broadcasting process.

“Brazil is a country known for presenting a series of communication issues, but this connection has been a huge support for us—it has offered us a first-class backup,” says Rodrigo Peralta, Director of Operations at TVTEL Latin America. Thanks to OU Flex and the Casablanca Online and SES collaboration, broadcasters were able to transport their audiences to the scene of the action—not just through television sets, but also via tablets, phones, and computers. “We watched the Copa America Brazil vs. Bolivia match together with the family,” says Cindi, a Brazilian local. “The high-quality video made us feel like we were really at the Morumbi Stadium.”

Copa America is the first event in Latin America to use the OU Flex solution. With the success of this event, Casablanca Online and SES look forward to bringing more of these types of experiences to broadcasters in the region.

“A lot of broadcasters were involved in transmitting the Copa America live, and the audience size was larger than ever. It was very important for us to have a reliable IP connectivity solution for our customers. With OU Flex, we could deliver exactly what our clients needed. Copa America has been a very successful project for Casablanca Online and SES, as well as our clients.”

ALEX PIMINTEL
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