

# Delivering Live-Action Pro Wrestling

Each week, we work hand-in-hand with All Elite Wrestling (AEW) to deliver live professional wrestling to millions of viewers around the world



**Industry**  
Sports & Events

**Location**  
Global

As a crowd of thousands cheer on their favorite pro wrestlers from the stands, millions of viewers around the world tune in to watch live All Elite Wrestling (AEW) every week. Building on the theatricality, athleticism, and unique persona of each performer, AEW creates the most engaging pro wrestling experience available. And the fans love it.

Content delivery to

130+

countries

Flawless

live distribution

Full  
redundancy

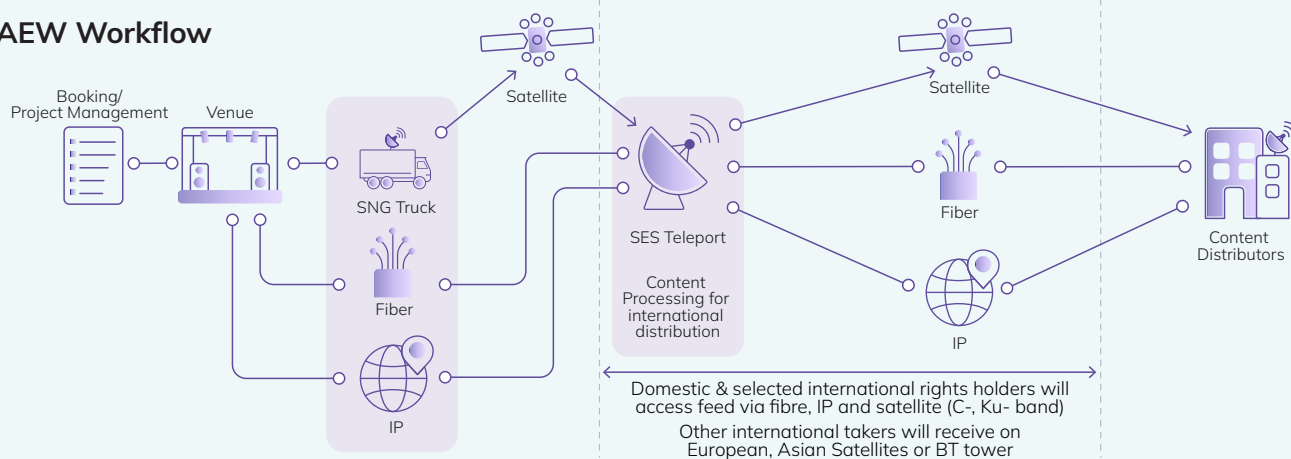
Founded in 2019, AEW aims to be one of the top wrestling properties in the world. It has already positioned itself as the premier challenger brand in the world of professional wrestling, in markets like the US, Europe, and Asia. As the newest wrestling group out there, AEW's growth relies on increasing its number of fans. Since only so many people can attend each live event, the real opportunity for growth lies in getting more people to watch its broadcast.

SES has been AEW's transmission partner since the property's inception. Yet, ensuring the delivery of live sports each week is no easy feat. In many venues, the team can't get a fibre optic line out, so the only option to broadcast their content is via satellite, and back-up capacity is absolutely essential. Our partnership ensures AEW events are delivered to viewers around the

globe—flawlessly and reliably, every single week thanks to SES's global network. This is no different when it comes to AEW's premier event Grand Slam, which takes place at Arthur Ashe Stadium in Queens, New York. With a huge up-front investment covering the venue, production, and distribution—and millions of fans around the world waiting to watch—there is simply no room for error when it comes to broadcasting the Grand Slam or any other AEW event.

"I brought in SES Sports & Events to work with us as our global partner because I've worked with them for many years on many other events," says Greg Werner at AEW. "I have a robust faith in their ability to deliver—no matter what happens. My rapport with them is unbelievable. I put total trust in them. They've never disappointed me."

## AEW Workflow



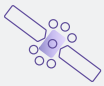
## Services



Project management



SNG trucks



Satellite aggregation and delivery



Fiber aggregation and delivery



Streaming



Content processing



Audio manipulation



Uplink



Teleport services

“We chose SES Sports & Events as a technical partner because they have the backup capacity,” says Greg Werner, Executive Producer at AEW. “I live in a world where I must always think about what can go wrong. I need a partner that can deliver when all else fails. So backups, and backups of our backups—that’s the world I live in.” The SES team travels with two satellite trucks to every event. One has the main feed, and the second has the international feed, and can supply backup to the main feed if required. From the venue, everything is transmitted to Hawley Teleport, and distributed from there to customers in 130 countries.

Our Sports & Events team provides a dedicated project manager who works very closely with AEW to ensure everything is pre-booked, set-up in advance, and ready for global distribution—on a weekly basis. We re-encode all of the video captured at the event, manipulate and reconfigure the feed, and distribute it internationally across multiple different solutions, including fibre line transmission and streaming. Our solution includes full redundancy, so should the primary feed experience

an outage, the system automatically fails over to the backup to ensure viewers can catch every second of the action.

“AEW came to us because of people who went to AEW who had worked with SES before,” says Susanna Mandel-Mantello, VP of Strategic Accounts for Sports & Events. “They trusted us, saw that we’re engaged, and knew that we will do anything to protect their content. We hope to keep growing with them, and helping them do events on a worldwide basis. AEW is still a young organisation, but the owner’s passion is second to none.”

Looking forward, AEW is looking to bring its content to viewers in new markets. “Every week, I’m hearing from a new territory asking for our product,” says Chris Harrington, SVP Business Strategy at AEW. “They love professional wrestling, and they want to bring it to their subscribers. Each time, I reach out to SES and ask if we can deliver to Fiji, or New Zealand. They always say yes, and give us a solution. It’s so important to have best-in-class professionals like SES who are able to deliver on time, every time.”

“This show is a big milestone. It’s AEW’s first \$1 million live TV event. We have some of the wildest and craziest pro wrestlers in the business. It’s intense action. It’s essential that we have a reliable partner like SES, where we know that they’re going to flawlessly deliver AEW—for the Grand Slam, and every week.”

**Tony Khan**  
CEO at AEW



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Empower.  
Soar.



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