

Pushing The Limits

Together with World Rally Championship (WRC), we're sharing the excitement of rally car racing with hundreds of millions of fans around the globe



Industry
Sports Organization

Location
Global

Rally car racing has to be one of the most challenging and unpredictable of all the motorsports.

800M+
viewers reached

50+
broadcast partners

As rally drivers speed across up to 350 kilometers under all kinds of weather conditions, they need to navigate their way along terrain that includes everything from gravel and tarmac to ice and snow. The speeds are fast, the road surfaces are pitted and uneven, and each stage is dramatic. And the fans love it.

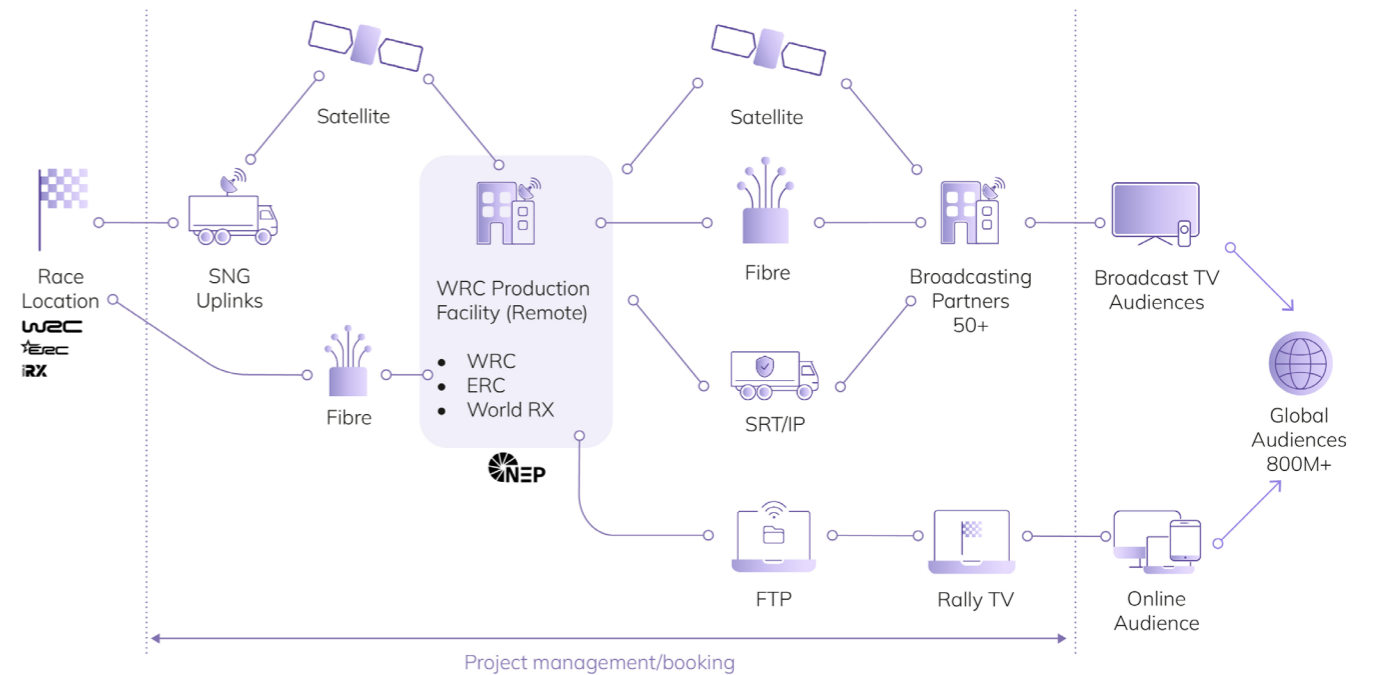
World Rally Championship (WRC) is an international rallying series owned and governed by the Fédération Internationale de l'Automobile (FIA), which is the owner and organizer of Formula One racing. Each season consists of up to 30 races per year across the three championships—WRC, the European Rally Championship (ERC) and the World Rallycross Championship (World RX). The WRC broadcasts globally via more than 50 media partners. We caught up with the WRC team at one of the many World Rally Championship races, alongside hundreds of thousands of fans

eager to watch the action live.

With race stages that often take place in extremely remote locations, and fans that love to watch every second of the action, WRC delivers live broadcasts for each event. The organization was looking for a partner they could work with very closely, in a relationship- and service-oriented model. They needed to be able to deliver vast quantities of WRC content to their broad global network of broadcasters, reaching more than 800 million viewers on a variety of screens and platforms.

“What really set SES apart is that there’s lots of flexibility,” says Philipp Männer, Senior Director of Media Rights and OTT at WRC. “When we started our cooperation, everything was purely focused on delivering the signals via satellite, however that is changing. More partners want their feeds delivered via Secure Reliable Transport (SRT/IP) and SES has great

Delivering hours of action to viewers globally



capabilities in this area too SES has been a strongly reliable, trustworthy, and professional partner that is highly appreciated from our side.”

The biggest challenge is the logistics of the events. WRC does not happen at a racetrack or a stadium. They are often staged across expansive stretches of wilderness, yet with the need to follow the cars wherever they go, and transmit high-quality

video content to broadcasters and audiences. Coordinating all of this in areas with zero connectivity and no phone signal is no easy task.

Together with SES, WRC collects footage from SNG trucks, individual cameras, helicopter cameras, drones and more, and shares the content with NEP’s large-scale production hub in Helsinki over a combination of satellite, fiber, and 4G/LTE. From

there, WRC produces the multiple feeds that are shared across the world via SES’s global network.

There is live and non-linear content produced from each race and delivered globally. Audiences care about rally racing and want to have as much content as they can. Our partnership enables WRC to use all paths of content delivery, including satellite, fiber, and the Internet.



“We have some of the most engaged fans in the world. The number of hours of content our fans are watching is simply incredible. For us, it’s important that we deliver quality of service to all our partners and fans. This is what our brand stands for, and we want to deliver that all over the world.”

Philipp Männer
Senior Director of Media Rights and OTT at WRC



www.wrc.com

Solve.
Empower.
Soar.



For additional
information on this
project, please visit
ses.com

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