



Powering Flexible OTT Sports Streaming at a Major 2024 Global Sports Event

Intel and AteMe are working together to enable a complete IP-based video workflow, using the SMPTE ST 2110 set of standards.

The collaboration includes hardware, encoding, and packaging for OTT, to enable high-profile sports events distribution.

Leveraging common off-the-shelf equipment, Intel® Xeon® Scalable processors, and IP-based workflows, it is now possible to stream the largest sports events from glass to glass using common servers. AteMe's technology is highly optimized for Intel® Xeon® Scalable processors and IP-based workflows.

Full IP workflow based on SMPTE 2110

intel

- > Intel® 4th Gen Intel® Xeon® Scalable processors with in-built accelerators to boost IP-based video workloads
- > Open-source Intel® Media Transport Library optimized for Intel® processors with support for ST 2110 protocol

ATEME

- > TITAN encoders for flexible, low-latency live encoding
- > NEA packagers for live packaging
- > NEA Cloud DVR technology for time-shifted packaging, recording, and storage to create a VOD catalogue.

The logo for Mobile World Congress (MWC) GSMA. 'MWC' is in large white letters with a small 'TM' superscript. 'GSMA' is in smaller white letters below it. The background features a soccer ball and a stadium.

MWCTM
GSMA

Discover our joint work at Mobile World Congress.
Head to the Intel booth

MWC, Hall 3, booth E31.



Full-IP Workflows Enable Next-Gen Audio

Video-delivery infrastructures are moving to full-IP, which brings much greater flexibility.

Crucially for big-ticket international sports events, full-IP workflows based on the SMPTE ST 2110 standards enable greater scalability, flexibility, and reduced network infrastructure compared to legacy non-IP-based standards. The SMPTE ST 2110 standards also enable Next-Gen Audio, meaning surround-sound and multiple audio tracks.

In fact, the traditional way of delivering video and audio, known as Serial Digital Interface (SDI), runs over a coaxial cable and enables up to 16 different audio tracks. With full-IP workflows, sports organizations break free from this limitation. They can have different commentators translated into multiple languages, and can even have audio tracks coming from a different location than where production takes place.

Ateme and Intel: A Winning Partnership

- > **Full-IP** workflows based on SMPTE ST 2110
- > **Next-Gen Audio** & multiple audio tracks
- > **High-quality** video
 - TITAN transcoders leveraging Intel hardware features
- > **Efficient** compression
 - TITAN transcoders leveraging Intel hardware accelerators
- > **Flexibility**
 - Intel® Media Transport Library with support for ST 2110 leveraging Intel® Xeon Processors in built accelerators

A background image showing soccer players in action on a field. One player in a white jersey is jumping to head a ball, while another in a red jersey is also jumping. The scene is set at night with stadium lights.

MWCC™
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