

Distribution of the Scottish Premier Football League



PAYG Cost Model



**Domestic Distribution
of 142 Matches**



**Multiple Format
Requirements**

Any questions?

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The Challenge

Our client, QTV, is an award-winning sports production company and outside broadcast facility that specialises in high quality event coverage, live streaming, and TV broadcast objectives for a large number of sports federations, leagues, and clubs.

QTV had a requirement to deliver 142 matches from the Scottish Premiership live to BBC Scotland, Sky Sports, and club OTT channels, as well as stats, betting, and cloud editing workflows



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The Solution

Our Livelink platform provided QTV with an efficient, cost-effective and reliable solution to their requirements.

With many broadcasters already supporting one of many linear IP formats it was an easy decision to launch on Livelink with built in support for Zixi, RIST, SRT and traditional OTT formats like RTMP and HLS.

The platform manages the ingest of the live feed and the protocol switching, transcoding and live delivery to the takers.

Livelink includes a rights management module to control access to the feeds and an intuitive UI with a scheduler, live view and access to all monitoring statistics.

The Results

Having access to Livelink provided QTV with an automated platform to create versions of simultaneous match feeds to meet the diverse requirements of their takers and affiliates, from single uplinks.

Underpinned by Cerberus Tech's extensive IP delivery expertise, being able to rely on Livelink leaves QTV to maximise resourcing on their critical production operations.

Livelink's scalability means that QTV can essentially go from zero to 6 simultaneous match deliveries on a PAYG cost model, which provides infrastructure on demand. Its agility means that any last minute changes to technical requirements or commercial rights permissions can be seamlessly addressed.

Tried, tested and expanded, the platform is now also in use to support QTV with delivery of Scottish League Cup matches as well as international Archery content.



From zero to 6 simultaneous deliveries



Last minute changes are seamlessly addressed



Tried, tested and expanded for the 2021/22 season



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"The commercial flexibility of Livelink means it was an easy fit with the changing picture of sports production and only paying for what you use is a game-changer"

Jack McGill

CEO, QTV



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About Cerberus Tech

Cerberus Tech Ltd operates a truly global IP video delivery network, leveraging the very latest in technology to deliver content anywhere in the world.



Livelink is an Infrastructure as a Service live delivery platform, which allows users to self-manage live feeds from any location, to any destination.

Combining flexibility and control with global reach, Livelink transports live content over the internet at scale.

Featuring agnostic cloud and protocol infrastructure, Livelink offers a robust IP delivery solution to transport live linear and OTT content from point to point or multi-point.



Network 1 is a reliable, low-latency and cost-effective IP-based platform, for the primary distribution of linear content.

Network 1 provides a 24/7/365 fully managed service, offering channel distribution to global audiences.

The service is broadcast grade, multi-cloud compatible, protocol agnostic and delivers over managed or unmanaged networks.



IO is a software-based live IP video switching application, offering a point-to-point, or point-to-multipoint broadcast solution.

The dockerised broadcast application allows for seamless switching between; RTP, UDP, RIST, SRT, Zixi, RTMP and HLS delivery protocols.

IO can be scaled to unlimited outputs and used within a device, data centre or cloud environment.



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