



# Global Distribution of Live Horse Racing



**Increased Global  
Channel Partners**



**Significant Cost  
Savings**



**Low Latency**

---

## Any questions?

 +44 (0) 239 303 2017

 [sales@cerberus.tech](mailto:sales@cerberus.tech)

 [www.cerberus.tech](http://www.cerberus.tech)



+44 (0) 239 303 2017  
[www.cerberus.tech](http://www.cerberus.tech)

# The Challenge

Mauritius Turf Club (MTC) transmit live racing every Saturday during their season but were limited to partners inside their existing expensive satellite footprint.

MTC were looking for a cost-effective way to grow their audience, their betting partners and also to increase the number and depth of engagement with its customers beyond this footprint without incurring more expensive fibre and satellite delivery costs.

MTC were interested in exploring IP as an alternative.





# The Solution

Cerberus Tech's Livelink platform offered a low cost, flexible solution to distribute the low latency feed from the race course in Port Louis, Mauritius over an IP Link to MTC's partners via our cloud hosted platform.

MTC take benefit from lowered costs as the platform is only in use on race days for 5-8 hrs at a time. In addition Livelink also provide transcoding and delivery as an RTMP feed to the Club's own YouTube channel to meet the local audience demands.

By using a cloud-hosted service and the best internet distribution protocols and monitoring available, Cerberus Tech were able to deliver MTC's feeds with a quick setup and at a price that met the customer's budget.

# The Results

MTC now reach more customers and have increased their betting partners. Customer engagement is increased with broadcast quality video content whilst saving more than 80% of costs versus the original cost of satellite.

MTC were immediately able to increase the number of channel partners and Livelink has allowed them to explore new territories without any long term commitments or expensive infrastructure.

The fully managed distribution is handled by Cerberus Tech in the cloud which means that MTC only have to supply the bandwidth for the single uplink stream.

Livelink includes access to 24/7/365 support and the end-to-end monitoring which ensures the feeds are highly reliable and SLA backed.



**80% cost saving  
compared to original  
satellite model**



**Increased the number  
of channel partners**



**Increased broadcast  
quality video content**



+44 (0) 239 303 2017

[www.cerberus.tech](http://www.cerberus.tech)

*"Located in the middle of the Indian ocean, we managed to send high definition video around the globe with low latency & high reliability at an affordable price"*

**Kannappen Carooppunnen**

Head of Broadcast Services, MTC



+44 (0) 239 303 2017

[www.cerberus.tech](http://www.cerberus.tech)

# 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.



+44 (0) 239 303 2017

[www.cerberus.tech](http://www.cerberus.tech)