

Developing a reliable and high-quality OTT sport broadcast service to an extremely tight timescale



The customer:

One of the largest Russian VoD providers

Okko multimedia service is one of the largest Russian VoD services and is a leader in electronic sell-through. The service was launched in 2011, and today operates on all key platforms, such as Smart TV, mobile (iOS & Android), Apple TV, PlayStation 4, and online web (PC). Okko's monthly audience is 17 million people.

Okko Sport is a sport broadcasting service with subscription-based access. It is the official broadcaster of English Premier League, Major League Soccer, CONCACAF (Confederation of North, Central America and Caribbean Association Football) games and 'Guadalajara' games in Russia.

The challenge:

A fast, reliable OTT implementation

In 2019, when Okko Sport began preparing to launch the first pure OTT sport broadcasting service featuring English Premier League matches, its main challenge was the lack of time.

"We had a very short amount of time to build the service from scratch," recalled Alexey Golubev, CTO, Okko. "Between May and August we needed to develop the full path from stadium signal to end user platforms including Smart TV, web, iOS, Android, Apple TV, PS4 and Xbox."

"Given these challenging circumstances, we needed a reliable partner that could take responsibility for the timing of implementation, understood the pressure we were under and was able to deliver a high-quality service for the football fans, even during peak traffic periods."

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— Alexey Golubev,
CTO, Okko

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СПОРТ

LUMEN

The solution:

Vyvx broadcast fibre providing UHD-quality connectivity

Okko chose Lumen as its broadcast services provider because of its geographical presence and inspiring case studies. Lumen Vyx service provides robust, high-quality broadcast connectivity from Premier League Productions in London to Okko Sport's Moscow-based production studio. Multiple HD feeds allow the broadcast of multiple football matches simultaneously.

Lumen complements the acquisition of the matches with distribution over a highly-connected CDN to cover the Russian market.

Lumen CDN Mesh Delivery (providing a hybrid peer assist overlay) helps ensure an uninterrupted viewing experience by extending the edge of the network and mitigating conditions within the broadcast chain that could disrupt the video delivery. Together, these services can provide a seamless solution with performance, reliability and scalability to manage traffic spikes cost-effectively, elevating audience engagement.

The solution was implemented on time, and on 9 August 2019 the first EPL game - Liverpool vs. Norwich - was broadcast on all Okko Sport platforms.

The benefits:

A high-quality service from an expert partner

Reliability and scalability

For a subscriber base consisting of dedicated football fans, a dependable, high-quality experience is vital.

"The biggest benefits of the solution are reliability and quality," said Alexey. "Lumen gives us peace of mind that the signal is secure and it is not weather-dependent in the way satellite delivery would be."

"We recently broadcast ten games simultaneously, and we have been able to expand easily from six to ten lines with Lumen. We are not only going to grow our EPL offering but may also begin to launch additional sports soon, so it is important to have the ability to expand the solution as our needs grow."

A valuable partner

The support and expertise that Lumen brings to the table has also been very valuable to Okko.

"We had very good support from Lumen, not only in creating the solution but also in dealing with EPL and the other partners to move things forward throughout all stages of the implementation from negotiation to the first broadcast," said Alexey.

"The team's expertise and their willingness to go the extra mile is very important. During the first broadcasts, for example, they worked hard to connect different elements such as the commentary and interview feeds.

"Having a dedicated team to work with is also very valuable, as it's easier to troubleshoot and add new products as they're needed."