

Live broadcast from the stadium to the living room in flawless HD



The customer:

MTI - The leading media backbone operator in Germany

MTI is Germany's leading media backbone operator and technical service provider for broadcasters. The company, headquartered in Unterföhring near Munich, Germany, is responsible for live broadcasting from more than 150 stadiums, arenas and venues in Germany, Austria and Switzerland.

The company provides the entire value chain for the customer, from production to contribution through to distribution to the end users. This means it manages everything from the signal feed from broadcast vehicles at the event venue to the distribution of the video signal to the rights holders. MTI maintains its own glass fibre ring, and operates two satellite teleports, TV studios and production facilities. In the broadcasting centre, commentary, graphics and logos are added to the video feeds, where they are also encoded or edited down to the programme highlights.

The challenge:

Broadcasting international sporting events live on TV and streaming services

David Müller, Director of Sales & Product Management at MTI Teleport, explains the company's strategy: "Every major sporting event is on our radar for distribution. As soon as the broadcast rights have been awarded, we go to the rights holders or agencies and we apply to bring the events to people's homes as a technology partner. (Cont'd.)"

“Our business is a people business. You need to be able to trust your partner unreservedly. Reliability is absolutely essential. Nearly two decades of successful collaboration with Lumen speaks for itself.”

— David Müller,
Director Sales & Product Management.
MTI Teleport, München



The challenge:

Broadcasting international sporting events live on TV and streaming services (Cont'd.)

“League operations in the DACH countries – such as the football Bundesliga, ice hockey and handball – are important, as are major one-off events such as European Championships and World Cups. We also bring major international events taking place abroad to our core region, such as tennis from Wimbledon or New York, the UEFA Champions League, and the English Premier League.”

MTI is focussed on the DACH market and has its own infrastructure in Germany connected to the country’s many sporting venues. However, for international broadcasts, the company collaborates with partners that can meet the significant demands and challenges of live sports TV. Its partners must be able to offer a global network, high redundancy, lower latencies, reliability and uniform quality standards; the major priority is an uninterrupted connection. Flexible contract and pricing models that can reflect the complexity and the need for short notice changes in broadcasting resources are also valuable.

“Lumen has proven itself to offer the efficiency we need time and again, which is why it’s one of our preferred partners,” says Müller.

The solution:

Uniform global standards and short ready-for-service times

The strong partnership with Lumen is based on a long history of mutual positive experiences. Müller adds: “We’ve been working with Lumen and their predecessors, CenturyLink, Level 3 Communications and Global Crossing, for around 20 years. Over this long period of time, we’ve developed a close and trusting partnership. Depending on the current demand for communication lines outside the DACH region, we ask our providers whether they can offer us the capacity we require at the level of quality we want and in the timeframe we need. Lumen often comes out on top.”

Lumen provides MTI with a uniform standard worldwide, boasting comprehensive redundancy and backup options, as well as low latencies. MTI has personal contacts at Lumen and benefits from short decision-making times, making sure it receives fast reactions and alternative communication lines 24/7 in the case of unexpected events such as glass fibre fractures. “It’s in these situations in particular that you can see how reliable a business relationship is and whether the partner is prepared to go the extra mile for you,” says Müller. “Lumen always approaches new challenges in a very solution- and customer-oriented way, whether they can be foreseen or not.”

Typically in the sports broadcasting market, event lead times are also often very short, so it’s a challenge to have services of a sufficient quality up and running in time. Müller says: “This is where Lumen’s vast experience as a global player in this business makes it stand head and shoulders above its competitors. Plus, the fact Lumen’s offer includes the option of short contract terms and flexible, event-based pricing often makes it the best pick for us.”

The benefits:

Flexibility ensures MTI Teleport can provide tailored customer solutions

“We purchase bandwidth from Lumen, depending on our requirements, and make use of the Co-Location, IP Transit and Vyvx video transmission solutions from the Lumen portfolio,” says Müller. “They allow us to be very flexible and submit attractive proposals both for traditional broadcasting and the IP path to our customers.”