

The new playbook for live sports

Inside Pac-12 Enterprises' transformation with high-speed workflows, AI-ready infrastructure, and scalable bandwidth

Pac-12 Enterprises

pac-12.com

- Media arm of Pac-12 Conference with a proven track record of producing 850+ live events annually
- Based in San Ramon, CA, home to a leading IP-based sports production facility
- Pioneered at-home or REMI (Remote Integration Model) workflows—now standard in sports broadcasting

Challenges

- Conference realignment jeopardized the league and parent organization's future
- A new IP-based facility had to be built quickly despite supply chain delays
- Seven new schools needed to be connected by 2026
- Traditional production was too costly and inflexible for live sports

Solutions

- [Lumen® Network-as-a-Service \(NaaS\)](#) provides low latency, on-demand bandwidth
- [Lumen® Vyvx® Broadcast Solutions](#) supports fast, cost-effective REMI production
- [Lumen® Wavelength Solutions](#) delivers dedicated fiber with built-in redundancy
- [Lumen® Dedicated Internet Access \(DIA\)](#) provides high-speed, secure internet
- [Lumen® Internet On-Demand \(IoD\)](#) and [Ethernet On-Demand \(EoD\)](#) for rapid circuit set up and traffic control per event

Results

- 1/5-second latency, outperforming competitors
- Cut production costs with REMI, reducing travel and truck use
- Bandwidth scaled 1-10 Gbps per event
- Revenue growth with positive bottom-line impact



200 ms

End-to-end latency for real-time production

1-10 Gbps

On-demand bandwidth scaling

7

New schools connected

LUMEN®

Challenge

From realignment to reinvention

In 2023, the Pac-12 Conference reached a turning point: ten of its twelve universities announced their departure, casting uncertainty over the league and its broadcast production arm, formerly Pac-12 Networks.

To support the 2023-24 season, Pac-12 Networks quickly launched a new facility in San Ramon, California. They were tasked with producing 850 high-quality game broadcasts, transitioning to an external-facing business, and preparing to onboard new member universities—all with fewer resources and fixed budgets.

In response, the conference formed Pac-12 Enterprises, evolving from Pac-12 Networks to meet new demands: delivering high-quality live productions, serving external clients, and supporting future expansion.

The pressure peaked just one week before an major external client's live broadcast, when a network failure nearly jeopardized the event—testing the resilience and agility of the newly formed Pac-12 Enterprises.

Solution

Engineering the comeback

To recover from the network failure, Pac-12 Enterprises turned to longtime partner, Lumen. Within minutes, Lumen restored connectivity using Network-as-a-Service (NaaS)—a flexible, scalable and on-demand solution that strengthened Pac-12's at-home production model.

Pac-12 has long specialized in delivering high-quality, cost-efficient broadcasts at scale. NaaS enhanced this strength, supporting both internal and external productions with greater speed and flexibility.

Using Remote Integration Model (REMI), Pac-12 captures live footage remotely and produces it centrally at their advanced San Ramon facility. Powered by Lumen NaaS, Vyvx, Wavelength, and tools like Internet on Demand (IoD) and Ethernet on Demand (EoD), this model delivers near-zero delay and scalable bandwidth—from 1 Gbps to 10 Gbps for Olympic Sports and Pac-12 championship events.

The San Ramon facility—one of the West Coast's most advanced 2110 IP-based sports production centers—delivers real-time, high-quality broadcasts whether the game is 600 feet or 600 miles away.

“Our partnership with Lumen is driving innovation in live production, content delivery, and fan engagement—positioning Pac-12 Enterprises for long-term growth and leadership in sports media.”

— Michael Molinari

SVP Business Development and Studio Operations, Pac-12 Enterprises

Results and Future Plans

Faster. Smarter. Stronger.

Pac-12 Enterprises quickly turned a challenge into momentum. In just months, they saw increased revenue and improved their bottom line. With over 10,000 events produced since their Pac-12 Networks beginnings, they now deliver live broadcasts with virtually no delay, outperforming several major networks in speed and reliability.

The shift to centralized production and flexible network services dramatically improved cost efficiencies, eliminating needs for full production trucks and extensive travel. Their AI-ready infrastructure is streamlining workflows, and with seven new schools joining by 2026, Pac-12 is poised not just to recover—but to lead.

“This collaboration will enhance our operational efficiency while continuing to identify Pac-12 Enterprises as a leader in innovation within the sports media industry,” said Michael Molinari.

Lumen Solution Set

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