Video Capturing and Technical Support Practice

Business Profile

The Company deals with local leagues all around the USA and captures the games' events by installing and maintaining webcams at local baseball and softball fields. Game events can be replayed online on-demand. Subscribers can buy access for an entire season or they can also purchase those pre-recorded HD game sessions on DVD.

Situation

The major challenge is to capture the sport events; games played at different venues across America and make them available to utmost audience. The client needed a technical partner to facilitate coverage of the sport event(s) and broadcast them via web for subscriber viewing, deployed through a content distribution network system. Another core objective was to convert those recorded game videos and make them available for online viewing on client's portal.

Solution

Sameva's proposed indispensible solution involved creation of 4 teams working in different time frames to give a round the clock production cycle running that helped the company to monitor leagues' participation, movements and their happy moments. This over-involved model solely implemented for those parents who can't spare time and wanted to "watch later" which would takes to smoother children/leagues/participants with attention. Below outlined were the tasks taken care by various teams.

(i) **Hardware support team:** After positioning the webcams at the right places, where the games being played, Sameva's CoE team of 20-25 would ensure that all the equipment are working fine per se functional wise by testing the integrated microphones, multi-check the installed webcams and other devices.

(ii) **Scheduling team:** Checks the accuracy of schedules that were provided by the leagues and update the records on a collaborative tracking sheet.

(iii) **Capturing team:** Monitor the games bit-by-bit and second-by-second with a fully automated & mechanized tool to see any flaws or malfunctions and update to the onsite support team for further rectification.

(iv) **Publishing team:** Process and upload the recorded sessions onto their website with immediate effect throughput a centralized secured system. This team was also responsible for edit and cut the videos for encoding, and queue them for uploading to the publishing server.

Benefits

The Company benefitted heavily with Sameva's proposed model with overwhelming responses from the subscribers with the two-pronged deliverables.

    (i)   Creating full-fledged high definition videos for repurposing them as DVD versions

    (ii) Making a low bit (lower definition) video allowed to stream on website.

Company also gained a strong impressive brand impression for being the only company that typically strives to capture and deliver timely moments via streamable video sessions and DVD recorded packages. It is noteworthy that more than 45,000 hours of video captured till date with a publish rate of about 70% by Sameva.

Sameva also became development partner for technology with the client. Sameva developed capturing services, encoders and schedulers which would enable automatic capturing of games based on scheduling. Once the games were captured, they would be queued for encoding to a lower resolution for e-publishing.