



ALTITUDE STREAM TV, BY ENCOMPASS, SUPPORTS DAZN'S RAPID CHANNEL EXPANSION

Altitude Stream TV is a globally deployed, cloud-native service that takes the pain out of aggregating, encoding and packaging content for streaming and OTT platforms.

Since launching in 2015, DAZN has grown into more than an OTT platform to watch sports. It is an interactive sports ecosystem and is evolving to become an immersive experience where fans can watch, bet, play, share, socialise, and buy NFTs and merchandise – all in one place! Encompass, a managed service provider, offers unrivaled access to live sports around the world with its vast connectivity that feeds DAZN's OTT video pipeline directly from Altitude Media Cloud.

CHALLENGES

Fans increasingly demand the ability to consume and engage with live sporting events worldwide. As a result, DAZN needs the ability to quickly add multiple 24/7 channels to their platform without painful infrastructure investments. This requires the ability not only to aggregate content from different regions globally but also to meet strict technical specifications. These combined complexities are a distraction from providing first-class user experience while scaling the business.

SOLUTIONS

Altitude Stream TV onboards channels, conforms to platform specifications and delivers to tier 1 CDNs, enabling DAZN to rapidly spin up new services. Encompass' global reach offers seamless aggregation of premium content at the highest quality from satellite, cable and playout centres directly into Altitude Media Cloud.

Powerful ABR encoding, JIT packaging and encryption are deployed securely in geo-redundant cloud regions. Within Altitude, Encompass encodes signals to multi-bitrate ABR

ladders, and packages content to meet the formats required for all devices, including HLS, MPEG-DASH and Microsoft Smooth Streaming (MSS).

Security is VITAL. DAZN entrust Encompass with their most valuable asset – their content. All streams are encrypted with Fairplay, Widevine or PlayReady via CPIX protocol.

DAZN AND ENCOMPASS ARE UNITED IN THEIR COMMITMENT TO PROVIDING AN UNPARALLELED CUSTOMER EXPERIENCE

Encompass supports DAZN's multi-CDN strategy by peering directly from Altitude Media Cloud and deploys intelligent manifest manipulation. This ensures viewers are connected to the perfect stream, providing the best user experience possible.

GLOBALLY RECOGNISED BRANDS



RESULTS

Now, DAZN has a scalable, secure solution that supports their rapid growth in the live sports arena. With the flexibility that Altitude Stream TV brings, DAZN added multiple channels in a matter of weeks, doubling the number of streams in less than a year. Additionally, Altitude Media Cloud enables revenue protection through increased resiliency for high-value season openers and provides dynamic capacity for major tournaments.

Altitude Stream TV empowers Encompass to respond quickly, so DAZN can deliver sports to fans in every country, in any language, on any device, live and on demand.

"We have a relationship built on many years of trust, and Encompass has become a dynamic extension of DAZN. Beyond the technical support and resilient nature of Altitude Stream TV, we rely on Encompass to provide superior monitoring and managed services, giving us the confidence to focus on being the world's leading sports entertainment platform."

Dom Wedgwood, SVP Broadcast Technology, DAZN

200+

COUNTRIES AND TERRITORIES

100m+

MILLION CONNECTED DEVICES

27k+

LIVE SPORTS EVENTS STREAMED IN 2021

999m+

HOURS STREAMED IN 2021

