

# LiveU at the 2014 FIFA World Cup™



*This document provides a summary of LiveU presence at the FIFA World Cup™, including usage figures and a general overview of where and when the technology was deployed.*

The 2014 FIFA World Cup™ was an unparalleled success for LiveU, both in terms of the event itself as well as the depth of coverage. Brazil's new 4G networks allowed LiveU's units to reach high speeds as broadcasters went live from all over the country.

LiveU's technology has supported hundreds of customers, including many tier-1 broadcasters in their coverage of many high profile sporting events over the last six years including four Olympic Games, five annual Super Bowls in the US, as well as the US NBA Finals and the previous FIFA World Cup™ in South Africa.



At this year's World Cup, LiveU provided 200 units, doubling their provision for the London 2012 Olympics and providing over five times as many as the 2010 World Cup. Spanning 12 cities across Brazil, the success of this event relied heavily on the mobility and robustness of LiveU technology. The newly released LU500 and LU70 Linux based systems once again proved their strength by maintaining uplink speeds of over 8Mbps throughout the country.

LiveU deployed its entire portfolio of uplink solutions including its backpack and camera-mount cellular bonding devices, LU-Smart mobile application and its signal boosting Xtender external antenna. These solutions backed by onsite support, both directly by LiveU and through its local partner, UCAN Digital Transmission, enabled LiveU customers to deliver the best possible coverage of the events around the tournament.

## Aggregated Statistics:

Number of Units: 200

Number of Broadcasters: 80

Total Hours Transmitted: 2662

Total Data Transmitted: 40.2TB

Total Number of Sessions: 10,156

98% of the total LiveU sessions at the World Cup were live.



## Customer Quotes:

*We used several solutions from LiveU for the World Cup. The mobility we had with the units and Xtender gave us the ability to go live from five different locations at the same time, following the Colombia team and its fans. A true game changer for us in the creation of content for global events.*

Juan Pablo Marino, Director of Transmission, Caracol TV

*We have taken the LiveU units to São Paulo, Brasilia, Rio, Natau, Salvador, Recife and Belo Horizonte. LiveU exceeded our expectations. It gave us the mobility to go live from anywhere, at any time. We knew the Brazilian landscape was challenging, yet we hit 9mbps on some areas. Also the management system, Live Central, gave us flexibility and Geo-location that allowed us to maximize the use of the units in the field.*

Juan Alberto Esquivel, Director of Transmission, RCN television

*For Televiscentro the LiveU were Flyways. The quality achieved in Brazil was satellite like. LiveU was a great player with Televiscentro's team in Brazil.*

Oscar Javier Rojas Valderrama, VP of Operations, Televiscentro