



Anything Is Possible: Dejero helps IRONMAN Australia go the distance with reliable live race coverage

CHALLENGE

IRONMAN is one of the leading mass sports brands in the world, consisting of over 260 events across 44 countries including long [IRONMAN and IRONMAN 70.3] and short [Sprint and Olympic] distance triathlons, mountain bike stage racing, road cycling and running, both marathon and trail. One of those events is the IRONMAN Australia, which takes place yearly on the Australian east coast.

The 2019 IRONMAN Australia took place at Port Macquarie and captured not only local attention but

also a worldwide social media and live streaming audience, who joined the local spectators to watch the athletes live and in-the-moment, across various social channels. Live webcasting and streaming specialists Next Up Digital were tasked with finding a solution for IRONMAN Oceania who is the team responsible for covering the event creative and production. They landed on Dejero's EnGo mobile transmitter and a 4-channel WayPoint receiver to help them tell their "Anything Is Possible" story!

“Knowing we were always going to be working within a mobile broadcast environment, the most important thing for us was the technical delivery and access to a network that could support our needs... Moving through various mobile coverage zones, repeaters and antennas was always going to be a challenge and Dejero helped us overcome these with ease.”

- Stephen Kane, production manager of IRONMAN Oceania

ABOUT NEXT UP DIGITAL

Next Up Digital is a dynamic, video production agency, based in South East Queensland. They draw from an extensive catalogue of media professionals from around the world to provide creative, professional video production. Delivering high-end media and corporate communication solutions for a wide range of delivery methods.

OBSTACLES TO OVERCOME

The IRONMAN course is not only daunting for athletes—who need to swim 3.8 km, bike 180 km, and run 42.2 km—but also demanding for the production team who have to follow and capture live coverage of moving athletes. They needed a solution that allowed for reliable, high-quality, and mobile live content capturing. Traditional forms of broadcasting, such as RF and microwave, would not be a reliable solution for the crew with over 10 hours of live racing to cover through various terrain. This also applied to the technology needed to deliver footage live to Facebook’s live streaming platform, Facebook Watch, which gained over 1.5 million views. The team wanted to give viewers the best live viewing experience possible and these traditional forms of broadcasting just wouldn’t cut it.

Stephen Kane, production manager of IRONMAN Oceania in Australia and New Zealand, is responsible for organizing, arranging and delivering all forms of video production for all the sports and events. “Our events have been broadcast on various channels over the years, and we currently distribute content through many international TV networks, local domestic television networks and largely on Facebook Watch/Live”, noted Kane.



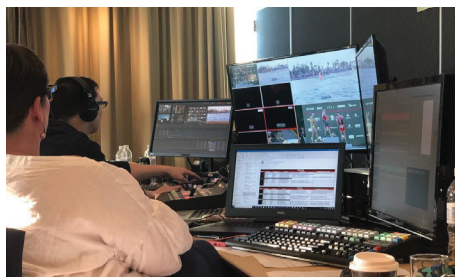
“ IRONMAN Australia has the added challenge of a large field of non-professional athletes all competing on the same course at the same time. Our live coverage focuses on the lead males and females, which include roughly 40 athletes at peak times, but you need to take in to account the 3,500 other athletes that are out there too. The safety of our athletes, staff, and crew is of primary concern. Broadcast is secondary but is also equally important. Having a well-planned out process is obviously required. ”

- Stephen Kane, production manager of IRONMAN Oceania

ALL TERRAIN BROADCAST

There’s no doubt that Dejero’s EnGo mobile transmitter had a place to shine in this case given its Smart Blending Technology, which offers blending solutions in cellular, Wi-Fi, and satellite networks. This format allows production teams to reliably broadcast live and on the go, minimizing any impact of poor network coverage or other interferences [e.g. poor weather]. A Dejero exclusive solution, the Smart Blending Technology’s claim to fame is the ability to blend multiple IP connections into one high-throughput virtual network and manage the fluctuating bandwidth and latency interferences in real-time to deliver footage with speed and reliability.

“Knowing we were always going to be working within a mobile broadcast environment, the most important thing for us was the technical delivery and access to a network that could support our needs,” Kane explained. “Prior to the event, it was imperative that we went into this production knowing where our coverage issues may appear, as we were widely relying on mobile networks. Moving through various mobile coverage zones, repeaters and antennas was always going to be a challenge and Dejero helped us overcome these with ease.”



LETTING THE MAGIC HAPPEN

Dejero solutions include equipment featuring the Smart Blending connectivity software, connectivity services, and access to Dejero’s virtual network. Everything is managed in the cloud and backed by industry-leading support. Given the nature of broadcasting and content production, it’s quite attractive to know that in addition to fast and reliable solutions, there is a team of experts readily available to contact for support, 24/7. For Stephen, choosing Dejero was the right decision made by Next Up Digital to offer a more reliable output in a more cost-effective manner for the IRONMAN Oceania team. “Using Dejero was easy, I sat back and watched the magic happen. If there were challenges, the team overcame them and when our crew needed further assistance, it was comforting knowing that we had the support of Dejero themselves, 24 hours a day, to add an additional layer of technical support,” concluded Stephen.

“Dejero has helped simply by its reliability. Mobile broadcasting has come a long way over the years and it will become more and more of a need for our business, as will Dejero. Dejero is stable, reliable, and flexible and it delivered beautifully during IRONMAN Australia.”

- Stephen Kane, production manager of IRONMAN Oceania

The live broadcast of IRONMAN Australia reached over 1.5 million viewers in the first day and grew as the world woke up to the event.

Need help building the right solution for your video transport needs?

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