



World Racing Group Takes Remote Production to the Next Level

CHALLENGE

With the demand from fans to access more races and a desire to keep them engaged, WRG needed a solution that would allow all of their premier series “World of Outlaws” race schedule to be live streamed. The 2018 World of Outlaws Craftsman Sprint Car Series is a 93 race schedule, coast to coast and takes the dirt car specialist over 45,000 miles across the US each season. Since it’s difficult for fans to follow the season by just reading about it, WRG was determined to keep

fans engaged night in and night out, all year long, by giving them viewing access to every race. Reliability was a critical component WRG required when they started looking for solutions to solve their challenge. Typically fiber connectivity is not available at venues, so WRG relies heavily on cellular connectivity. Even in areas with good cellular coverage, cellular networks could become congested at sold out venues, especially during key race moments.

“ Thanks to Dejero CellSat, we can now live stream an entire race schedule that has never before been possible. Up to this point, we were limited by technology, only streaming a maximum of 50 events a year, a number we had been slowly growing since we started streaming content in 2004. We’ve nearly doubled that number, now able to stream each of the 93 races in our schedule reliably—even when cellular networks are congested. ”

- Brian Dunlap, director of broadcast services at World Racing Group

ABOUT WORLD RACING GROUP

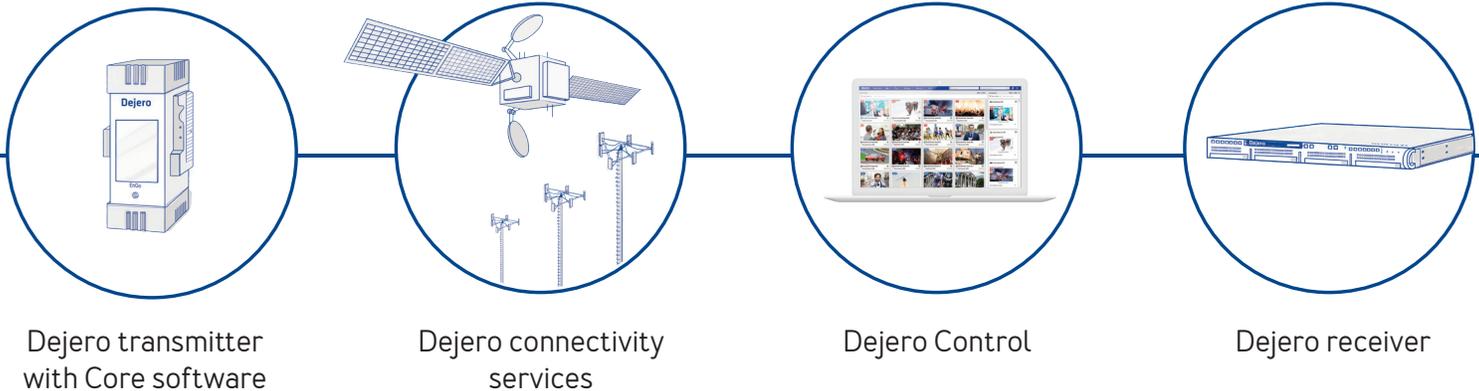
World Racing Group (WRG) is the premier sanctioning body for dirt track racing in the United States and Canada. World Racing Group encompasses the World of Outlaws Craftsman Sprint Car Series, World of Outlaws Craftsman Late Model Series, Super DIRTcar Series Big-Block Modifieds, and a vast DIRTcar Racing sanctioning program of more than 5,000 races annually at 120 tracks.

SOLUTION

Expanded remote production capabilities boosting racing coverage in remote, challenging venues across the country.

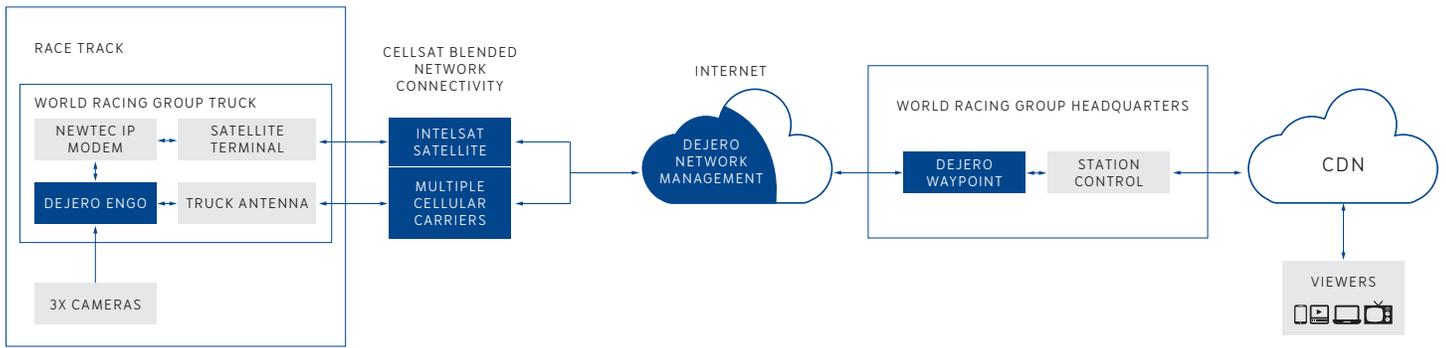
World Racing Group deployed Dejero CellSat, a blended cellular and satellite solution, to reliably deliver high-quality live streaming to fans across North America. Dejero CellSat relies on Dejero's patented network blending technology to combine cellular connectivity from multiple mobile network carriers with Ku-band IP satellite connectivity provided by Intelsat. If the bandwidth available from cellular connections dips due to network congestion or other factors, CellSat automatically blends in Ku-band IP satellite connectivity to boost bandwidth required for the live streams.

WRG built a 26 foot mobile production unit to house its equipment that travels up to 45,000 miles per season. While on-site for a race, CellSat connects to a full production switcher capable of a multi-camera shoot, then back to the main production studio based in North Carolina. A maximum of two people are required on-site, with another working back at base.



The Dejero software dynamically and intelligently manages the fluctuating bandwidth and latency, choosing the optimal path for delivering the IP packets to the playout destination, using a combination of cellular and satellite connectivity.

The fast, low-latency CellSat network can be accessed from virtually anywhere and since it's available from a single provider, procurement, management and billing are greatly simplified. The Dejero CellSat solution includes equipment, software, and connectivity services to the CellSat network—all managed in the cloud, and backed with industry-leading technical support that's ready to assist 24/7.



RESULTS

Reliability and flexibility to deliver high-quality streams from remote locations, while saving time and resources

The network blending capability of Dejero CellSat has allowed WRG to live stream 100% of its premier racing schedule—no matter the venue. Reliably providing high-quality video, the CellSat connectivity service is reducing resources needed, cost, and set-up times for WRG. Since adding CellSat to its workflow in April 2018, WRG’s social media profile has sharply risen, with exponential growth in live fan engagement during races.

“The capabilities of CellSat have been a critical part of our success this year, because they allow us to work independent of the cellular bandwidth available. Due to large crowds, the bandwidth often dips dramatically at key times, especially at the start of a race. Seamlessly blending in more satellite connectivity as needed means we don’t have to skip venues during the racing season and can bring fans the very latest racing news, live, from every single race. The reliability and the ability to do more, to work in more places thanks to CellSat has really changed the game for WRG.”

Being able to perform all broadcast and streaming tasks from within a mobile production unit has taken away the burden of setting up all the equipment out of flight packs at each event for WRG, saving considerable time and resources.

No longer at the mercy of the bandwidth available from the local cell towers, WRG is using Dejero CellSat to take its remote production to the next level, confidently providing broadcast quality, live video to its fans.

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

Start the conversation today with one of our sales representatives.

golive@dejero.com | +1 519 772 4824 | dejero.com

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