



# THE RUNNER

## Pilgrim Media Group uses the EnGo to catch “The Runner”

### CHALLENGE

It was more than 17 years ago when Matt Damon and Ben Affleck came up with the idea of “The Runner,” but it took until 2016 for the technology to become available to make the multi-platform idea work for a mainstream, global entertainment audience.

The idea: A ‘Runner’ has 30 days to make it across America while the entire country attempts to solve clues that help their favorite “Chase Teams” – who are constantly in pursuit – go after more than one million dollars in prize money. If the Runner is caught, then a new Runner takes over from that point.

“The ability to get our footage to the studio rapidly was vital in order to meet our deadlines for the three daily live shows. Dejero’s bonded cellular technology was the only realistic tool for producing The Runner, as the teams began in one city and ended in another every single day. I was delighted with Dejero’s technology, which has performed extremely well, and the support was outstanding.”

-Jerry Kaman of Broadcast Engineering Consultants

### ABOUT PILGRIM MEDIA GROUP

Pilgrim Media Group, a Lionsgate company [NYSE: LGF.A, LGF.B], produces a wide variety of unscripted and scripted programming for television and film, including hit series Fast N’ Loud, Street Outlaws, Misfit Garage and The Wheel for Discovery; My Big Fat Fabulous Life for TLC; Ghost Brothers for Destination America; Wicked Tuna and Wicked Tuna: Outer Banks for National Geographic; two-time NAACP Award winner Welcome to Sweetie Pie’s for OWN; Bring It! for Lifetime; David Tutera’s

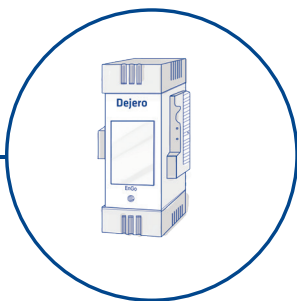
Because The Runner's game play and audience engagement depended on coverage of the action in real time, no one could really know in advance where the action or the story would go. The key challenge was to figure out how to quickly move high-quality content back to the studio for editing, and provide live feeds from constantly changing locations.

As the producer, Pilgrim Media Group worked closely with the project's Technical Consultant, Jerry Kamen, to develop the infrastructure and workflow necessary for a project like "The Runner." It was then that Pilgrim Media Group approached Dejero about using our technology for the groundbreaking reality competition series.

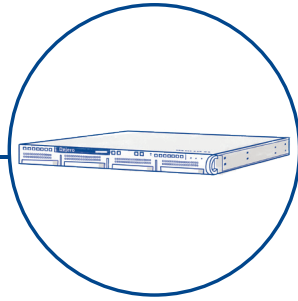
## SOLUTION

The production team used nine Dejero EnGo mobile transmitters to encode and transmit all live and recorded video back to Pilgrim Media Group's Los Angeles studios for daily editing. Small enough to be wearable or mounted on the camera, the EnGo form factor coupled with the fact that it was battery powered made the EnGo ideal for this highly mobile shoot.

CELEBrations for WE tv; and Zombie House Flipping for FYI. In the scripted realm, Pilgrim produced Freeform series Recovery Road and original movies for Lifetime including Amanda Knox: Murder On Trial In Italy; Abducted: The Carlina White Story, which earned a 2012 NAACP Image Award for Outstanding Writing In A Motion Picture; and the crime thriller Stalkers. Pilgrim recently wrapped an urban agriculture-based feature documentary that is currently screening at various festivals, and announced a new feature film documentary, "Soufra" [Arabic for "feast"], which chronicles the powerful -- and delicious -- story of Mariam Shaar who, along with a diverse group of equally driven women, transcended the limitations of life in an impoverished refugee camp to launch a successful catering company.



Dejero EnGo



Dejero Broadcast Server



Dejero Control



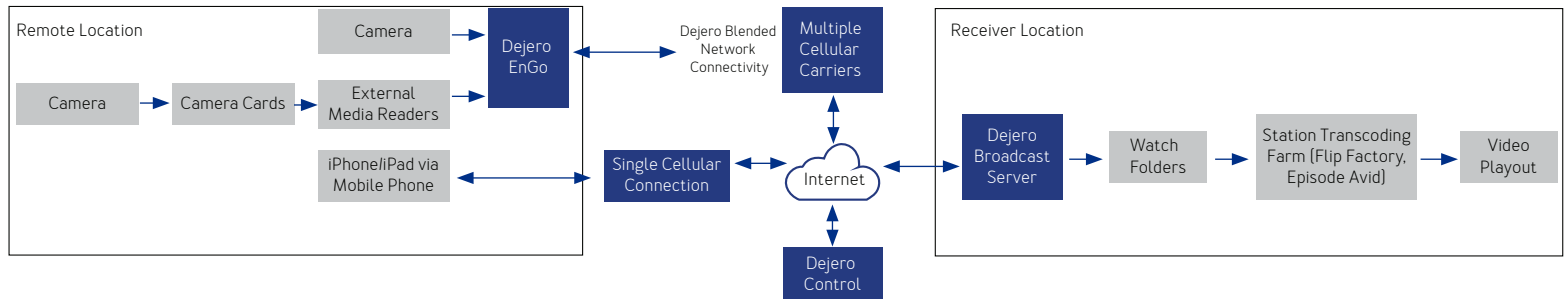
Dejero Mobile App

When a traditional camera would risk drawing attention to the Runner, producers used the Dejero Mobile App whenever discreet shooting was required to create and share video content from their phones. Since it was impossible to predict the moment when a Runner would be captured, using the app often proved easier and more efficient than setting up a camera. This meant content delivered by the Dejero Mobile App was frequently featured in The Runner's unscheduled "Breaking News" segments.

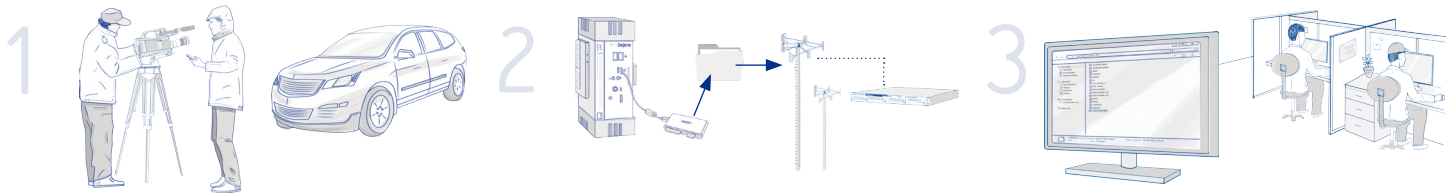
Dejero's patented network blending technology created a virtual network that dynamically and intelligently managed the routing of packets to minimize the effects of fluctuating bandwidth, packet loss, and latency differences of individual cellular connections. The blended network provided the necessary bandwidth to quickly transfer Pilgrim's content back to the studio for editing.

## RESULTS

“The Runner” is an excellent example of how Dejero’s technology can be used for so much more than the live transmission of video. On average, the Pilgrim production teams were able to transmit nearly 100 GB of content per day plus another two hours of live video. The result? 75 episodes over 30 days – which is no small feat!



## WORKFLOW



On location, the field crews running with the cast were comprised of a producer/shooter and audio mixer. They used a combination of Dejero EnGo mobile transmitters and Mobile Apps on their phones to capture footage of the runner and the chase teams.

All footage in the field was passed off to the media management team that processed all footage via the EnGo to the Dejero Broadcast Server in Los Angeles, over multiple cellular connections. The team also leveraged the blended transmission through the EnGo for multiple live hits each day and breaking news segments.

Back at the studios in LA, editors set up watch folders to get alerts for when a new file was added. From there, the editors either edited the content or sent it directly to air.

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