

## Touchdown! Broncos Country Wins Big as LiveU and Denver Broncos Team Up to Bring Fans Super Bowl Week Exclusives

*LiveU brought fans to Super Bowl City and beyond as the Denver Broncos delivered 40 hours of live streaming behind-the-scenes coverage*

### The Situation

As the Denver Broncos headed back to the Super Bowl in 2016, the newly crowned AFC Champs wanted to give their fans an all-access pass to Super Bowl City events and interviews leading up to the Big Game in San Francisco.

### The Solution

The Denver Broncos teamed up with LiveU to use the company's live streaming technology to bring Broncos Country all the action from Super Bowl City without leaving the comfort of their own homes.



The Denver Broncos simulcast two daily programs with radio partner, Denver Sports 760 from Media Row at Super Bowl City. Using the LiveU LU500 professional-grade video uplink unit for acquisition, management and distribution over IP, Broncos TV was able to live stream the broadcasts to the Denver Broncos website. Fans never missed a beat — from pre-game analysis to interviews with national sports figures visiting Media Row — all thanks to LiveU!

Each day of Super Bowl week, BroncosTV produced and live streamed a half-hour program to DenverBroncos.com, featuring Super Bowl discussion and analysis by a team of Broncos insiders. LiveU helped deliver Broncos Country interviews with players and coaches, plus exclusive practice footage. For those shows, BroncosTV employed LiveU's LU700 hybrid video uplink systems for fixed locations — one at the team's hotel in Santa Clara and another in Denver at Sports Authority Field at Mile High. The LU700 solution optimized all available bandwidth to deliver broadcast-quality video.

The BroncosTV team, whose activities support both the website and mobile app and the Sports Authority Field video board, began employing LiveU technology in 2013, and since then has dramatically increased its use of LiveU products to deliver a more robust video experience to its fans in real-time.

## The Results

“The partnership between LiveU and the Broncos provides us with the state-of-the-art technology needed to deliver to the fans of Broncos Country—and all profootball fans—the most comprehensive, in-depth game content leading up to the Super Bowl,” said Michael Bonner, the Broncos’ Senior Director of Event Presentation & Production.

Thanks to LiveU’s broadcast-quality video streaming, the BroncosTV crew was able to use several LU500 backpack units (yes, they’re that small!) to record and transmit to the website a behind-the-scenes peek at the Super Bowl Week’s “Opening Night” event at the SAP Center in San Jose. Fans were able to watch video chats with former Broncos players, as well as national and Denver media personalities and high-profile fans talk about the week leading up to the Big Game.

“Beyond the unmatched technology,” said Bonner. “LiveU’s support team has made us feel that we are their number one priority, helping us deploy the units and configure them and guide us on how to get the most out of these systems. They’ve become an indispensable partner.”

The Denver Broncos went on to win Super Bowl 50. The use of live streaming technology to capture all of the action leading up to the Big Game made it all the more meaningful to the team and their fans.

Not only is LiveU an indispensable partner, it has become the vendor of choice for many NFL team, and numerous sports and entertainment news organizations.

