



# ABSA CAPE EPIC CASE STUDY



## ORGANIZATION

The Absa Cape Epic is the world's premier mountain bike stage race. Top professional and amateur mountain bikers from around the world come together every year and compete in teams of two. The route changes every year, leading the bikers through roughly 700km of unspoilt scenery and 15,000m of accumulated climbing, over some of the most magnificent mountain passes in Western Cape in South Africa. The Absa Cape Epic is the most televised mountain bike stage race in the world and the only eight-day mountain bike stage race classed as hors cat gorie by the Union Cycliste Internationale (UCI). The race is owned by IRONMAN , part of the Wanda Group.

**Cape Epic is often referred to as the "Tour de France of the mountain biking world".**

## THE CHALLENGE

The organizers looked for the most innovative live streaming solution to provide live coverage of its 14th annual 8-day mountain bike stage race, taking place in March 2018, covering almost 700 km in South Africa's beautiful Western

Cape region. The aim this year was to broadcast the Prologue (day 1) and Grand Finale (day 8) live on TV and stream live coverage daily in the intermediate days online - bringing all the action to the families and fans around the world.

## THE SOLUTION: FIRST TIME LIVE FROM THE FIELD

LiveU was chosen by the organizers due to the superior video quality and reliability of its flagship LU600 HEVC portable transmission solution, after testing several solutions. LiveU's proven experience covering top sporting events, such as the Summer and Winter Games, FIFA World Cup, IRONMAN and marathons, was also an important factor.

**For the first time, Cape Epic was streamed live during the entire 8-day race.**

## LIVE FROM THE TRACK

### E-Bikes

Two LU600 HEVC units, with 8 SIMs each, were used on e-bikes (electric bikes) connected to customized GoPro6 cameras via HDMI. The e-bikes were ridden by professional cyclists who followed both the men's and women's races, keeping up with the leaders along the route.

### FUN FACT!

One of the e-bike riders was last year's winner. Explains how he managed to keep up!

### AUDIO ON THE GO

All the LiveU LU600 units included IFB cards, enabling camera operators to know when they were going live and receive instructions in real-time from the production team.

### Motorbike

Live video was transmitted by the cameraman riding on the back of the on/off-road motorbike using an LU600, connected to a professional SDI camera. The motor cyclists could enrich the live feeds with dynamic live footage of the bikers from the side.



## LIVE FROM THE AIR

### Helicopter

An LU600 HEVC unit was used in a helicopter together with LiveU's Xtender remote transmission device, with an additional 6 SIM cards, delivering bonded transmission of 14 SIM cards in total. LiveU's solution provided unique coverage of the riders and the scenery in HD video from the air.

Thanks to the stunning aerial views, and the great connectivity (at around 6Mbps), the helicopter feeds dominated the live coverage. The helicopter was flying up to 150 km/hour, capturing the race from close distance and up to 150 meters above ground.



*With very little reception we managed to get fantastic pictures*

Helicopter Cameraman, Bigshot Media

## LIVE INTERVIEWS

LiveU also provided behind-the-scenes coverage in the village and at the waterpoints, interviewing the bikers using the LU-Smart mobile app.

## FULL PRODUCTION ON-SITE

LiveU's servers were installed in OB trucks with direct connectivity to the internet in the race village, thanks to the race's headline sponsor and technology partner, Dimension Data. All the production feeds were delivered to the mixer in the OB trucks and streamed via LiveU units to the various destinations.

LiveU provided extensive on-site support throughout the event.

# THE RESULTS: 8 DAYS OF FLAWLESS LIVE STREAMING

Feedback was excellent with the Absa Cape Epic organizers delighted with the “flawless” live streams delivered by LiveU to TV and audiences worldwide. The organizers recorded the highest viewing figures in the race’s history with over 1.2 million views on Facebook and YouTube, a massive jump from the 400K views last year. For the first time, all the stages (1-6) in the intermediate days were streamed live online.

## SuperSport TV

The Prologue and Grand Finale were both broadcast live on TV to global audiences via SuperSport TV, the South African television network. The Grand Finale was broadcast in more than 50 countries around the world.

## Cape Epic’s Social Media pages

LiveU streamed live coverage to Cape Epic’s Facebook and YouTube pages daily in the intermediate days, via production company, Bigshot Media – the Prologue itself had around 200,000 views on Facebook.

## eTV (South Africa) and Olympic Channel (Spain)

Live production feeds were streamed for two hours per day, to eTV (South Africa) and the Olympic Channel (Spain), using LiveU’s MultiPoint professional video distribution capabilities.



SEE THE [HIGHLIGHTS](#) OF THIS BREATHTAKING RACE.

# 8 Days of Live Streaming



574GB

DATA



120

HOURS



320

SESSIONS

***“Thanks to LiveU’s LU600 HEVC’s equipment, we can transmit coverage from the ground and air of the Women’s, Men’s and amateur racing. During the testing phase, we were excited to experience the superior quality of the equipment. LiveU’s portable technology could take our live streaming production to a whole new level, with real-time broadcast-quality pictures coming from the course.”***

Sarah Harrop, Marketing and Communications Manager, Absa Cape Epic