



2018 FIFA WORLD CUP?

CASE STUDY

EVENT

The FIFA World Cup is the most prestigious association football tournament in the world, spanning multiple cities over the course of nearly two months. It is also the most widely viewed sporting event in the world; the cumulative viewership of all matches of the 2018 FIFA World Cup was estimated to be 3.4 billion, nearly half the world's population, with an estimated 900 million people watching the final match.

There have been 21 World Cup tournaments since 1930.

THE CHALLENGE

With so many viewers, hundreds of local news stations and sports programs from both participating and non-participating countries needed to provide comprehensive coverage of the 2018 Russian-hosted tournament, not only of

the teams themselves but also of the fans and events surrounding the games. They sought a highly portable, robust and cost-effective solution to transmit high-quality live content back to their home stations.



THE SOLUTION: LIVEU'S PROVEN HEVC TECHNOLOGY

LiveU's LU600 HEVC technology enabled customers to transmit more hours of live video with less data. Customers were also provided with bandwidth guarantees for superior connectivity in the 11 host cities. The offering included a special add-on priority SIMs package for streaming high-quality live video, enabling field crews to reach 20Mbps uplink and deliver HD live feeds even from the most crowded locations. Customers highlighted the optimal signal quality in and around the stadiums, as well as LiveU's portability and cost-effectiveness.



LiveU had a dedicated technical team on site, managing the logistics and providing 24/7 support, with two designated distribution centers in Moscow and St. Petersburg. The project was overseen by LiveU's local partner MediaProject Ltd.



THE RESULTS: FLAWLESS LIVE HD COVERAGE

LiveU enabled unique live coverage of the players, fans and atmosphere, letting viewers worldwide follow the progress of their favorite teams and share in the excitement throughout the tournament.

485 LiveU units were used by broadcasters from over 40 countries.



**We were extremely happy
with LiveU, it enabled us
to work very well.**

Anne Sophie Bernardi, L'Equipe, France



**LiveU allowed us to cover
everything, maintaining
optimal quality at all times**

Ferdinando Tucillo, Technical Manager,
Time4Stream, Italy

**□ LiveU changed our experience... We just have
to press the START button and go LIVE □**

Fernando Wiktor, Operations Support Manager, TV Globo, Brazil

**□ I would say the world champion in this
technology is definitely LiveU! □**

David Herrmann-Meng, Reporter oe24, Austria

See the [video](#) highlights