

# EVS SPORTS

CASE STUDY

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**NBA'S PORTLAND TRAIL BLAZERS  
LIGHT UP THEIR LIVE PRODUCTION  
WITH EVS**



**EVS**



# NBA'S PORTLAND TRAIL BLAZERS

## LIGHT UP THEIR LIVE PRODUCTION WITH EVS

### HIGHLIGHTS

#### CUSTOMER

- > Portland Trail Blazers

#### INDUSTRY

- > Sports

#### CHALLENGE

- > Increase production capability to deliver more live content within their arena for increased revenue opportunity

#### SOLUTION

- > Expanded workflows led by EVS XT3 servers and XStore NAS dedicated media storage

#### BENEFITS

- > 30 channels of live capacity
- > Greater speed and higher quality HD production
- > An enhanced, more immersive live experience
- > More compelling content to broadcast partners
- > More efficient workflow with intelligent shared storage

## AN ENHANCED XT3 NETWORK, 30 CHANNELS OF LIVE CAPACITY AND SHARED STORAGE LEAD TO AN UNBEATABLE LIVE PRODUCTION WORKFLOW

### CUSTOMER PROFILE

The Portland Trail Blazers is one of the most exciting teams of the National Basketball Association (NBA). The team wows spectators at Portland's Moda Center, a multipurpose indoor arena that seats 19,393 spectators, and games are broadcast widely. Now the team has another distinction: it has one of the most technically sophisticated live production workflows in the NBA.

### THE CHALLENGE

Delivering all of the up-close action and replays of live sports both to audiences inside the stadium and to viewers' screens is critically important. In the technically sophisticated and fast-moving professional sports world a lot can happen in a few years.

"When we built the control room for Trail Blazers Broadcasting six years ago, a single XT server was enough for our needs," explains Mike Janes, Director of Engineering at the Trail Blazers' home arena, Moda Center. "The studio capability has evolved as we've added more camera angles, increased our speed, innovated through high-definition production, and automated even further. Now we're able to provide complete pre- and post-show content to our broadcast partners as well as for big screens and monitors inside the arena."



EVS XStore NAS





## THE SOLUTION

To meet the demands of more content and higher quality, the Trail Blazers looked to expand their existing EVS-driven video production workflow.

A new, enhanced XT3 media server brought their live-channel capacity for game broadcasts and other programming to 30. With built-in proxies, live multi-angle review and industry-first 12 live recording channel support, the XT3 also delivered the power and capacity needed to take their live production to next level.

An EVS XStore NAS dedicated media storage system was also added to the workflow. XStore functions as flexible nearline storage, allowing craft editors to manage clips in shared storage and make them immediately available in any format.

The new solutions joined existing XT servers and multiple IPDirector content management tools for complete asset management, from ingest control and metadata management to on-the-fly editing and playout scheduling. EVS' XSquare file transcode orchestration, XFile3 for archiving needs, and MPlay for intuitive remote control system for clips and graphics playout, rounded out the integrated system.



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## RESULTS

With all components fully integrated, the system offers the most advanced and reliable live production platform available. Perhaps most importantly, the increase in channel capacity, speed and control gives operators and directors the tools and the freedom to deliver the most sophisticated in-stadium content and packaged programming to broadcast partners. A better live experience and enhanced on-screen viewing contribute to fan engagement and loyalty.

The Trail Blazers are functioning as a state-of-the-art media organization, committed to delivering the most compelling sports content across multiple platforms. This lies at the heart of engaging and keeping fans – both in and out of the stadium – and contributing to healthy revenues for teams, rights holders and broadcasters alike.



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