



NBA Summer League

The Switch helps make ESPN production of NBA Summer League a slam dunk

Live time

- Main challenge was to extend ESPN's and NBA TV's coverage of the 2017 NBA Summer League to capitalize on basketball fans growing demand for live action that extends beyond the playoffs and into the off-season
- And to support output of live courtside and other on-site analysis and news updates from the Las Vegas venues to capitalize on the buzz that's built around the tournament

Always there

- ESPN delivered content for games and other live programming for the NBA Summer League by leveraging The Switch's fiber network, as well as IP Encoder paths for data and backup needs
- The Switch supported more advanced production techniques while coordinating the comms needs and connectivity for the various networks
- Enabled an increased production complement for ESPN – in its second year of covering the tournament – and NBA TV, with additional cameras and a variety of high-end tools, including a Rail Cam system
- Provided transmission of feeds using six cameras at all games aired by ESPN, ESPN2 and ESPNU linear networks, including a beauty shot – along with point-of-view (POV) cameras below the baskets in both arenas and an announcer booth POV

Always on

- The Switch supported production of an astonishing 67 games in just 10 days with just 10 minutes between games
- Enabled live 30-minute broadcasts of *The Jump*, the daily NBA debate/discussion show, and the live 11pm ET edition of *SportsCentre*
- Maintained a focus on efficiency in the productions, despite the arsenal of production tools growing significantly