

## AURA



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Setting the pace: Aura taps The Switch for pioneering interactive livestream of 2021 Melbourne Cup Carnival

## Live time

- The next-generation interactive streaming platform Aura needed to deliver never-before-seen interactive coverage of the 2021 Melbourne Cup Carnival from multiple viewpoints through its highly unique, gaming-style platform
- Aura put its trust in The Switch's MIMiC Cloud Video Services Platform, relying on its ability to provide uninterrupted, low-latency delivery from an array of real-time camera feeds throughout the day
- Banked on The Switch's extensive experience with high-profile live sports content and its leading-edge cloud transmission service to deliver without a hitch live coverage of the world-famous Australian horserace across mobile, web and various connected TV standards

## Always there

- MIMiC powered trailblazing over-the-top (OTT) coverage via nine simultaneous live feeds from the Victoria Race Club's Flemington Racecourse directly to Aura, where racing enthusiasts could navigate a 3D virtual version of the venue and shift back and forth between viewpoints
- Supported seamless live coverage of the Lexus Melbourne Cup, including trackside cameras, jockey-cam views, race data and bonus content from accompanying events, including exclusive marquee parties
- MIMiC Transmission™ provided low-latency IP delivery of multiple feeds via the internet and The Switch's private network
- All live feeds were monitored by The Switch's 24/7 New York Network Operations Center

## Always on

- The Switch gave Aura's viewers unique interactive coverage of the Melbourne Cup Carnival
- Fans enjoyed access to two trackside 360-degree camera feeds and seven fixed camera feeds showing the live race, interviews, celebrity promos and other shoulder programming to fuel the buzz and excitement around the race
- The Switch played a pivotal role in helping Aura's Melbourne Cup Carnival reach viewers all over the world including China, France, Ireland, Japan, New Zealand, Saudi Arabia, Singapore, the United Arab Emirates, the United Kingdom and the United States
- End result was a complete virtual race-day program that gave Aura's global subscriber base an unprecedented live sports streaming experience