



CONCACAF

Hitting the target: The Switch scores with live delivery of the 2021 CONCACAF Gold Cup

Live time

- The Confederation of North, Central America and Caribbean Association Football (CONCACAF) needed to deliver to fans around the globe seamless coverage of the 2021 Gold Cup, the premium men's international soccer tournament in the Northern Americas
- To deliver each match seamlessly, CONCACAF put its trust in The Switch, relying on its ability to provide connectivity from any major North American sports venue, its global network reach, and its MIMiC Cloud Video Services platform
- Banked on The Switch to ensure delivery of over 2,000 hours of uninterrupted live feeds from stadiums around the United States, which hosted the biennial tournament, to the CONCACAF production center in Florida
- The Switch also stepped up to support the main broadcast rightsholder, Univision, delivering live feeds for its broadcast and streaming coverage

Always there

- The Switch supported all 31 matches of the 2021 CONCACAF Gold Cup, which took place in July and August 2021
- Leveraged its first-mile connectivity expertise and fiber transport network to deliver live video feeds from each of the 11 US stadiums used in the tournament, including the final in Allegiant Stadium in Las Vegas, home of the NFL's Raiders
- For distribution to international broadcasters, CONCACAF relied for the first time on MIMiC Transmission, using the cloud service to ensure fans around the world had access to uninterrupted coverage via a range of broadcast and streaming platforms

Always on

- The Switch delivered faultless and compelling coverage of the entire event, helping CONCACAF celebrate 60 years of bringing international soccer competitions to the Caribbean and North and Central America with a successful tournament that helped put the concerns and delays of the COVID-19 pandemic behind
- The 2021 Gold Cup enjoyed strong viewership and one of its best US TV audiences ever, with the tournament's 31 matches averaging 1.36 million viewers on Univision's networks
- The final in Las Vegas between Mexico and The US, broadcast on Univision's TUDN sports network, attracted a peak audience of 6.2 million viewers as the US won its seventh Gold Cup in a 1-0 victory