



## Concacaf

Soccer body nets all the action during 2019 Gold Cup and other big tournaments

### Live time

- The Confederation of North, Central American and Caribbean Association Football (Concacaf) needed to capitalize on soccer's massive global popularity and build on the growing fanbase within its region with seamless broadcasts of all stages of its big international tournaments
- Delivering outstanding match coverage from every stadium to win new audiences for Concacaf's Nations League, Men's Under-17 Championship and the 2019 Gold Cup – its flagship tournament
- Trusted The Switch's deep "first mile" expertise to guarantee delivery of uninterrupted live transmission services – allowing Concacaf's remote production of a broad range of games being broadcast across the US, Canada, Central America and Caribbean

### Always there

- The Switch enabled faultless delivery of all the action to Concacaf's production center in Florida, providing fiber and IP services for transmission of live feeds of Nations League, Men's Under-17 Championship and Gold Cup tournament matches
- Ensured failsafe connectivity at from both well-served and tricky-to-connect venues, including those that do not have fixed infrastructure in place – utilizing The Switch's on-the-ground experience and ability to deliver feeds from locations others can't

### Always on

- Concacaf was able to rely on The Switch's global network reach to ensure flawless coverage of all the live soccer action that took place across all its key international tournaments – delivering feeds from stadiums throughout the region to Concacaf's Miami production center
- Made sure match feeds captured every tackle and goal of each game broadcast to help grow the profile of Concacaf events across the Americas and beyond
- Group stage matches of the Gold Cup reached more than 28 million viewers, while the US-Mexico final averaged 8.8 million viewers across Univision and FS1 – up 116% from United States-Jamaica in 2017 and up 34% from Mexico-Jamaica in 2015