



LATIN GRAMMY

Mixing it up live: The Switch deploys cloud production to deliver social streams and feeds for 22nd Annual Latin GRAMMYS

Live time

- The 22nd Latin GRAMMYS returned as a physical event at the MGM Grand Garden Arena in Las Vegas after going virtual during the pandemic, and needed to deliver an unforgettable telecast and share the excitement with Latin music fans worldwide
- On top of the main live video feeds, The Latin Recording Academy needed to deliver an array of instantaneous social media highlights of the performances and acceptance speeches taking place during the highly anticipated live comeback
- Looked to The Switch to deliver the main video feed from the MGM Grand Garden Arena to US broadcast rights holder Univision's South Florida facility
- Trusted The Switch's MIMiC Cloud Video Services platform to power the creations and distribution of social media content for platforms, including TikTok, Instagram, and Twitter

Always there

- The Switch handled all aspects of the production and delivery workflow for streaming and social media via MIMiC, including editing, clipping, graphics creation and distribution
- MIMiC's cloud-based workflow enabled up to 20 Spanish and Portuguese language social media editors working from remote locations to publish content in real time throughout the event
- The Switch also assisted the GRAMMYS with three dedicated editors from its Burbank facility to support clip and highlight creation from the main performances, acceptance speeches and media center interviews
- In addition to producing social media content, The Switch provided connectivity at the MGM Grand Garden Arena, delivering live feeds to Univision's Miami production facility via four dedicated transmit paths for HD/SDI, ASI and data signalling
- All transmission services handled via The Switch's New York Network Operations Center (NOC) while the MIMiC workflow was managed out of its Burbank studio

Always on

- MIMiC enabled the Latin Recording Academy to reach its 2.8 million Twitter and 1.3 million Instagram followers, and its 244,000-strong TikTok audience with near-live highlights from the night
- Use of MIMiC and The Switch's global transmission network ensured audiences had access to live coverage and real-time highlights via linear, online and social platforms
- Enabled the GRAMMY's to deliver more content than ever, letting Latin music fans enjoy performances and special moments from their favorite Latin stars on whatever platform they preferred – providing the rich viewing experience and choice audiences today demand
- The live telecast featured a variety of acts live from Las Vegas, with fans being spoiled with performances from the top stars of the Latin music scene – including Rubén Blades, Nella and Ozuna, as well as Paula Arenas, Danna Paola and Calibre 50