



## SPARK NZ

Spark Sport ignites coverage as The Switch delivers F1, English Premier League and New Zealand Cricket

### Live time

- Spark New Zealand, the country's largest digital services provider, needed to give sports fans in New Zealand the best viewing experience possible for its range of live programming, including Formula 1, English Premier League, New Zealand Cricket and other sporting events
- Looked to The Switch for production and video transport services to support live streaming via its over-the-top (OTT) service, Spark Sport, handling everything from content aggregation through to delivery to putting highlights on social media via its MIMiC Cloud Video Services platform
- Project brings together The Switch's IP infrastructure, its live sports expertise and the production services features of MIMiC to meet Spark's needs as it builds a world-class sports viewing platform

### Always there

- Spark Sport leveraged The Switch's extensive global network and connectivity into major sports venues across the world, and relied on its extensive experience in producing and delivering live events for some of the biggest leagues, broadcasters and other rightsholders
- The Switch stepped up with a multi-layered solution that leverages its extensive IP infrastructure in the country while tapping into the capabilities of MIMiC – which handles all aspects of the production workflow in the cloud
- MIMiC enabled flexible creation and delivery of Spark's sports content to social media, allowing near-real-time highlights to reach viewers on any screen

### Always on

- Project means Spark New Zealand can continue to deliver outstanding live sports content to its subscribers across multiple platforms, cementing it as the leading digital services provider in its market
- Spark Sport's Content Operations Lead, Andrew Martin: "We're committed to giving sports fans in New Zealand access to the best sport and the best viewing experience, getting them as close to the live action as we can. We chose The Switch because it can act as a one-stop-shop for all our requirements... and we have the added benefit of The Switch's experience in supporting live sports content and its deep understanding of premier live sports production."
- The Switch has continued to support Spark in building out its wider content aggregation platform, which is being built on The Switch's fiber-based IP network – with the next phase in the project being the addition of integrated production services further leveraging MIMiC