



BABCOCK'S MEDIA SERVICES CHOSEN TO HELP BRING LIVE SPORTS STREAMING SERVICE DAZN INTO CANADA

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Millions of Canadian sports fans are able to benefit from the ground-breaking live sports streaming service, DAZN, after Babcock's Media Services has again been selected as a key partner in its roll out.

Babcock's Media Services is to build on its successful partnership with the Perform owned DAZN platform, and will once again play a leading role in the implementation and management of the service – all from its London-based Master Control Room (MCR).

The expansion into Canada follows earlier launches in Europe and Japan and will see the creation of several new roles within the MCR to enhance the 24/7 monitoring, incident management and remediation services provided across the entire workflow. The new posts will support the delivery of additional territory specific sports content and allow Babcock to continuously monitor the technical

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Mike Ward, Babcock

infrastructure and the quality of the viewers' experience. Babcock will be responsible for coordinating all aspects of the technical delivery, including network monitoring and the management of a complex ecosystem of technology suppliers.

DAZN officially launched in Germany, Austria and Switzerland last summer giving fans access to the world's best sports, on a wide range of connected devices. DAZN publishes over 8,000 live events a year, providing the ability to play, pause and rewind anytime, and additionally

provides continuous streams of three 24/7 sports specific channels.

Mike Ward, Babcock's Media Services Business, said: "We are delighted that Perform has once again chosen Babcock as its key partner to help expand their DAZN service into another new territory.

"With consumer appetite for live sports growing, we will continue to play a pivotal role in helping DAZN to offer audiences an unprecedented choice of live sports coverage. The very nature of live sports viewing means that unlike VOD platforms which provide mainly pre-

recorded content, we have to manage vast numbers of users who all wish to access the same content at the same time, across multiple geographical territories and across a proliferation of connected devices.

"This provides significant technical challenges, but it is a hugely exciting time for everyone involved in the project and offers real insight into the future of live sports audience consumption."

Warren Palk, Chief Operating Officer at DAZN said: "Sport runs around the clock; there will always be a time when a fan will be trying to catch their favourite leagues in Europe, sports in America or tournaments in Asia, either live or on-demand. Therefore, we need an integrated solutions package that can work 24/7. Babcock is able to provide this, which is why we're glad to partner with them to deliver such a complex and innovative service in Canada."

