

INDYCAR RACING LEAGUE

Bringing excitement to global audiences
SES and IndyCar

Case Study

Industry

Sports Organisation

Location

US

SES[▲]

How can sports organisations share their content and extend reach with fans across the globe?

IndyCar racing has experienced a huge rise in popularity in recent years with growing interest from fans all over the world. Red carpet celebrities have also started to take part in the premier sporting event, the Indianapolis 500, known as "The Greatest Spectacle in Racing", which takes place over Memorial Day weekend.

The world's fastest and most diverse race series, the NTT IndyCar Series is run by the Indy Racing League (IRL), LLC (IndyCar), the American-based auto racing sanctioning body for Indy car racing and other disciplines of open wheel car racing. Originating in the US, the first series started in 1908, run by the American Automobile Association, and the Indianapolis 500 goes back to the inaugural race in 1911. Following several changes over the years, the inaugural race of today's entity, the Indy Racing League, took place in 1996.

IMS Productions was given the responsibility of transmitting all NTT IndyCar Series races to international rights holders in approximately 80 countries. The full-service production company sought a reliable partner to aggregate and distribute live IndyCar race content to broadcasters and takers worldwide. Requirements included: distribution to US and international rightsholders, geo-blocking for international regions (depending on rights permissions) and proven expertise in content processing for different regional standards and multiple devices.

IMS Productions turned to SES for its global distribution network, digital media services and expert team in its worldwide media centres. Working together, IMS Productions and SES could ensure that content was aggregated and processed from the different race venues, including frame rate conversions for appropriate nations, and encryption for international takers, and provide content storage and refeed capabilities. SES's teleports in the US and worldwide managed and distributed the content globally via satellite and fibre, including non-live highlights programming, while providing content monitoring and live technical support. In addition, we provided live confidence feeds of the international distribution via the SES 360 centralised web-based platform and on-site support, including at the Indianapolis 500.



The joint solution with IMS Productions has enabled IndyCar to reach new audiences in APAC, Europe and the Americas, with viewers even in remote areas. Indycar’s exciting 2019 season was made available to viewers across the globe in more than 100 countries. In the US, the IndyCar Series is scheduled on NBC Sports Group with all 17 races being televised; the number of IndyCar Series races has also been increased on free-to-air network TV by 60%.

With high quality and cost-efficient operational and delivery methods, the Indy Racing League could manage new markets (both international & domestic) and generate additional revenues for international markets.

Delivering content to

4
regions

Reaching audiences in the

HUNDREDS
of millions

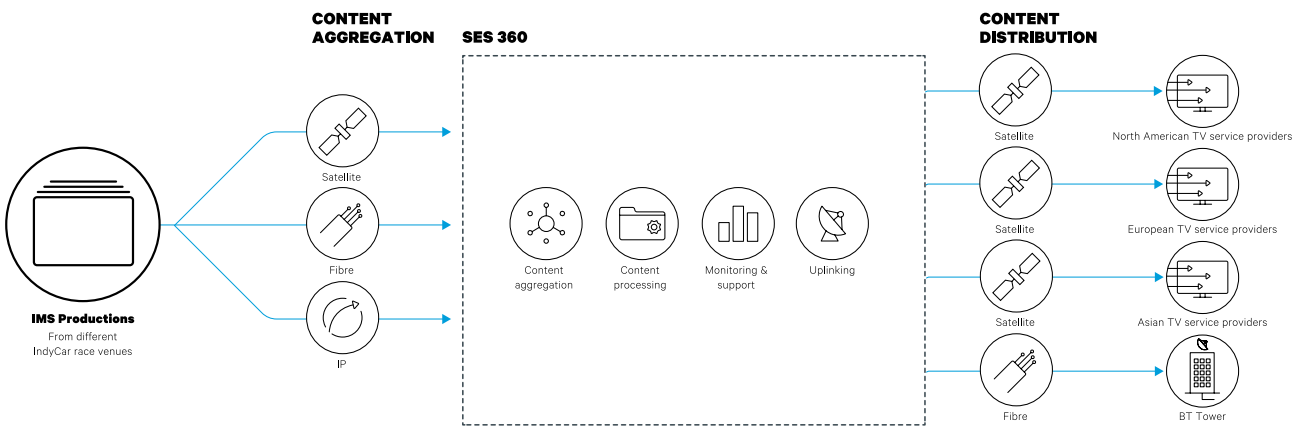
Creating

MONETISATION
opportunities

Highlights

- Content aggregation
- Content processing
- Global distribution via satellite & fibre
- Content storage & refeed
- Management & delivery of programming
- Monitoring & reporting

Workflow



“By collaborating with SES, an expert in delivering flexible services that cut through transmission complexities, we can help INDYCAR distribute its racing content with the ultimate reliability and global reach that is imperative for live sports.”

KEVIN SUBLETTE

PRESIDENT AT IMS PRODUCTIONS