

CLOUD MASTER CONTROL FOR LIVE SPORTS AND ENTERTAINMENT

Altitude Events is Encompass’ cloud-native, software-defined master control service, built to deliver immediate scale, quality and reliability across live events of any size — from regional productions to the world’s highest profile global events.

Designed to enable delivery of live sport and entertainment events to broadcasters, distributors and audiences globally. Altitude Events delivers comprehensive master control capability across contribution, processing, management, monitoring and distribution, combined with cloud native dynamic scale, concurrency, and rapid deployment times, all brought together by Encompass’ global operational expertise.

Built on Encompass Altitude Media Cloud, Altitude Events combines native end-to-end IP signal flows with I/O gateways located in our global media centres, teleports and points of presence, providing a seamless bridge for fibre and satellite contribution and distribution.

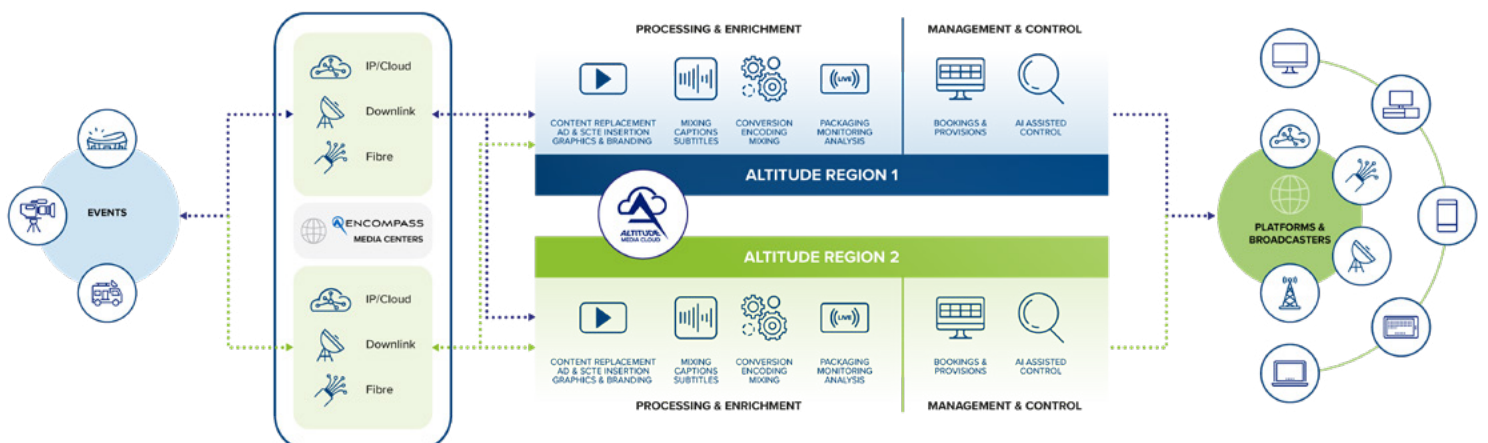
Altitude Event’s rapid deployment, dynamic scaling, advanced features and reliability, combined with exceptional operational management, allows our clients to focus on delighting their audiences.

WHY ALTITUDE EVENTS

Altitude Events combines cloud-native scale, software-defined flexibility and remote-first operational agility to enable sports and entertainment rights holders, leagues, and aggregators expand reach, increase revenues and reduce operational risk — whilst maintaining broadcast-grade performance.

ALTITUDE EVENTS ENABLES CLIENTS TO:

- LAUNCH RAPIDLY AND SCALE DYNAMICALLY**
- REACH AUDIENCES GLOBALLY**
- DELIVER TO ANY SCREEN**
- PERSONALISE AND LOCALISE EVENTS**
- MONETISE WITH TARGETED ADVERTISING**
- REALISE COST EFFICIENCIES**



ALTITUDE EVENTS BENEFITS

CLOUD NATIVE SCALE

Dynamic, geographically diverse Altitude Media Cloud architecture delivering high availability at any scale.

SOFTWARE DEFINED FLEXIBILITY

Rapid configuration and deployment of master control pipelines on an event-by-event basis, using reliable, repeatable and automated definitions.

REMOTE FIRST OPERATIONS

Control, management and monitoring surfaces accessible from any location, allowing Encompass to use a global operations and engineering talent pool and a follow the sun approach.

BROADCAST GRADE RELIABILITY

Consistent quality and availability for live events, combining Encompass advance Altitude platform, with deep operational and engineering expertise delivering high profile sports and entertainment for clients globally.

ADVANCED PROCESSING CAPABILITIES

Localize, personalize and enhance events to support brand identities, monetization and distribution platforms' requirements

GLOBAL EVENT CONTRIBUTION AND DELIVERY

Leveraging Encompass global media centers, teleports and points-of-presence enabling a seamless flow between venues, the cloud and distributors.

ADVANCED PROCESSING & CONTROL

- Cloud native, low latency, high quality IP contribution and distribution
- Localization, personalization and monetization with Content, Advert and SCTE insertion, live captioning, subtitling and dynamic branding.
- Premium sports grade standards conversion, delivering a localized experience for global events
- Future ready processing pipelines with native support for HDR, HFR and UHD events
- Flexible transcoding delivering the right format at the right quality for all broadcasters and distributors
- Platform and operational scale, leveraging the cloud native, software-defined and remote-first architecture to deliver concurrency to support the largest global events.

WHO IT'S FOR

- SPORTS NETWORKS
- LEAGUES, FEDERATIONS AND VENUES
- EVENT RIGHTS HOLDERS
- AGGREGATORS AND DISTRIBUTORS

HOW CAN WE HELP?

Want to learn more about Altitude Events?

Contact navigate@encompass.tv

