DRAFT

SUCCESS STORY

Streaming Services For Sports

Mango Soft | Concacaf

SPORT INDUSTRY

TAKEAWAY

TAKEAWAY

Football Revolution: The Impact of Streaming

CONCACAF is one of FIFA's six continental association football governing bodies. Its 41 member associations represent countries and territories primarily in North America, including the Caribbean and Central America. CONCACAF's main functions are to organize competitions for national teams and clubs, and to conduct qualifying tournaments for the World Cup and the Women's World Cup.

Being an organization of this magnitude, CONCACAF needed a solution to its challenge to connect more with its audience and provide better communication with its fans.

The solution we provided is more than just a regular streaming service. It is a highly customized solution designed for large organizations, teams, and confederations like CONCACAF. It combines various features such as streaming services, digital asset management (DAM), artificial intelligence (AI), and personalized service to offer a unique user experience.

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ABOUT THE PARTNER

Concacaf

The Confederation of North, Central America and Caribbean Association Football

Founded in september 18th

1961

IN MEXICO CITY

The organization was created to **manage and promote the sport** of Football in the region.

The 1st CONCACAF Championship was held in 1963 and was won by

COSTA RICA

In the 1970s, the organization gained worldwide attention when the Mexican national team hosted the

FIFA WORLD CUP.

42 Members (Countries)

THE MOST IMPORTANT CONCACAF TOURNAMENTS:

Gold Cup

CONCACAF Nations League

CONCACAF Champions League

SPORT INDUSTRY

THE CHALLENGE

THE CHALLENGE

Global Coverage: CONCACAF's Soccer Tournaments Live Streaming Service

CONCACAF needed a streaming service to provide live coverage of its soccer tournaments and events worldwide to transform how fans engage with its tournaments and events. They were aiming for seamless access and immersive experiences, featuring high-quality video and audio and exclusive behind-the-scenes content.

Streaming service

Expanding beyond broadcasting channels, CONCACAF needed a streaming service.

New revenue

They needed to find new revenue streams through subscriptions and advertising.

Efficient system

CONCACAF also needed a more efficient system to structure its digital resources.

Flexibility and control

To provide flexibility and control over the content, allowing tailored programming.

Engagement

CONCACAF’s brand engagement needed some enhancement.

Find solution

CONCACAF reached out to Mango Soft to acquire a highly customized solution.

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THE SOLUTION

THE SOLUTION

Transforming Streaming: Tailored Solution Powered by Two Main Products

Mango Soft's developers and engineers built a customized solution for CONCACAF, ensuring seamless integration and implementing innovative features to enhance the organization's streaming capabilities.

Chaplin
(DSP - Digital Streaming Platform)

Chaplin gave the client a streaming service that includes multiple feed streaming embedded within the app, ensuring a dynamic viewing experience for fans worldwide. It also provided an end-to-end setup, including editing, storage, geo-blocking, and publication of LIVE video.

The geo-blocking feature ensures that content is available only in authorized regions, minimizing piracy risks and ensuring compliance with licensing agreements. Additionally, a remote production system with human editing enhanced their content quality, while detailed stats enabled comprehensive performance analysis and provided insights for improved content delivery.

Finally, the platform syndicates live video sources to multiple destinations, expanding audience reach and engagement across various channels.

Adam
DEI (Digital Enterprise Imaging)

In support of Chaplin, we leveraged Adam, Mango Soft's platform designed to store, manage, and enhance all multimedia content and streaming video using AI technology. Adam securely stores all content and enables instant retrieval of any specific video as required.

In this instance, the collaboration between Adam and Chaplin provided CONCACAF with a robust new streaming platform, addressing all initial requirements effectively.

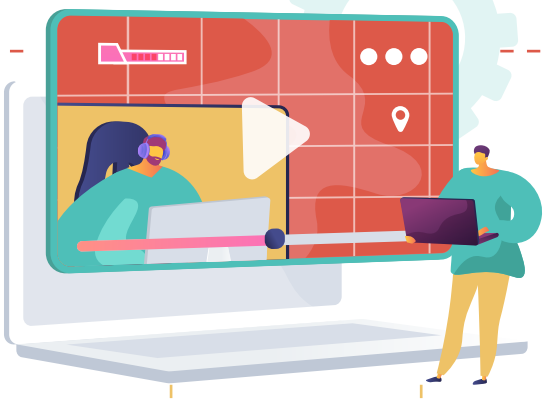
THE SOLUTION

Crafting CONCACAF's Digital Future

Mango Soft's developers and engineers build a customized solution for CONCACAF's digital streaming platform needs

CONCACAF's streaming service offers multiple feed streaming and is embedded in the app.

Provides an end-to-end setup, including editing, storage, geo-blocking, and publication of LIVE video.



Remote production system with human editing enhances the quality of the content.

Geo-blocking feature ensures content availability in authorized regions to avoid piracy

Syndicates live video sources to multiple destinations for wider audience reach and engagement.

Detailed stats feature enables performance analysis and provides insights for better content delivery.

Overall, CONCACAF's streaming service offers a comprehensive solution with innovative technologies and human expertise to provide high-quality content, expand reach and engagement.

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THE RESULTS

THE RESULTS

Enhancing CONCACAF's Streaming Experience: Mango Soft's Customized Solution

It’s more than just a streaming platform; it’s a highly customized solution designed for large organizations, teams, and confederations like CONCACAF. This integration of streaming services, DAM, AI, and personalized service yielded the following results:

Historical records of CONCACAF’s events and activities are safely secured.

The process of sharing and distributing digital assets is at the highest level.

Content volume and quality increased significantly after implementing the Mango cloud solution.

The confederation can now manage effectively more information and content.

Automated tags provide a deeper understanding of each asset’s context.

The system allows better brand tracking, and their visibility during matches.

Significant reduction of costs involved in sports operations.

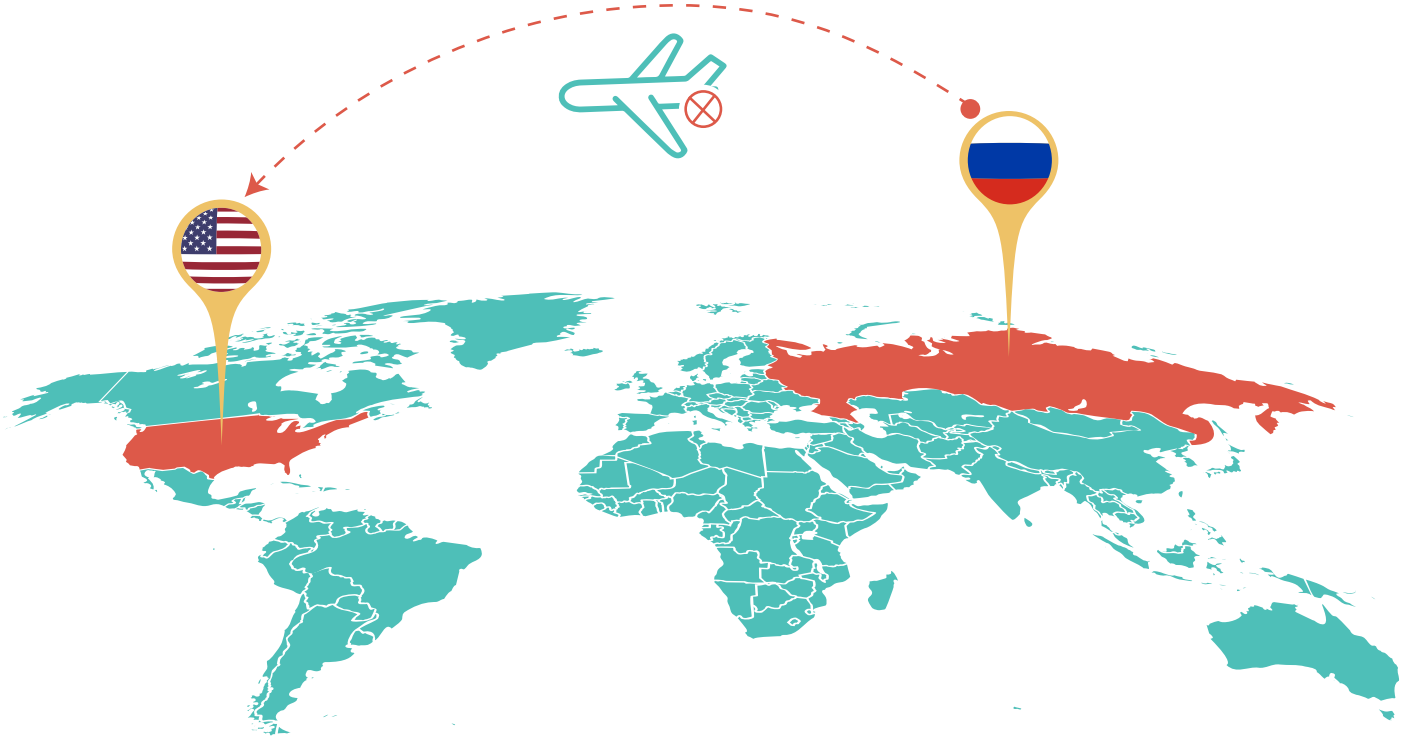
Increased productivity and efficiency levels.

THE RESULTS

Expert Support Transforms CONCACAF's Streaming

Features are constantly improving, and CONCACAF's staff has support from an expert team available 24/7.

CONCACAF had a transmission problem in 2018, it was the FIFA World Cup in Russia, the press conference was on air where the next World Cup venue was announced where CONCACAF will host it in 2026, but the signal could not enter to the United States, the minutes were running out and the problem had to be solved.



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HOW WE SOLVED IT?

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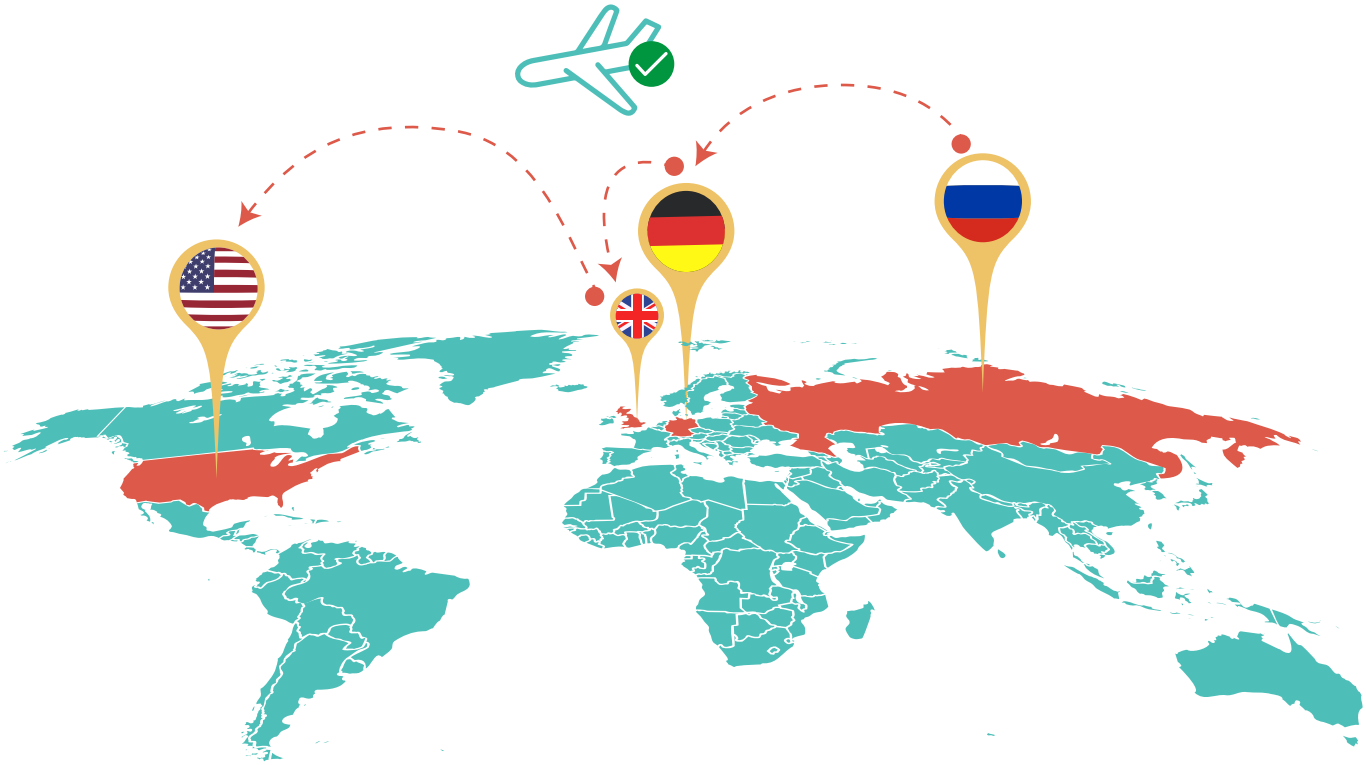
Swift Server Solution Rescues FIFA 2018 Broadcast

The signal that came out of FIFA RUSSIA 2018, due to some technical problem, could not enter the United States and the press conference was not visible on conventional world channels, the following solution was chosen:

- Two servers were created, one that could receive the signal from Russia (the first one was placed on Germany) and the second that could transmit to the United States (the second one was placed on London).
- Connect the servers so they could communicate with each other and deliver the signal to the destination.
- Fix it in minutes because press conference was live.



Our streaming solution goes beyond just a platform, as it comes with 24/7 support from a team of experts. In addition to the technical features and capabilities of the service, you also have access to human assistance whenever needed.

Whether you need help troubleshooting an issue, customizing your streaming settings, or optimizing your content, our team is here to assist you. With our streaming solution, you get the best of both worlds: the convenience and flexibility of a digital platform and the personal touch of a dedicated service.

HOW WE SOLVED IT?

Our Numbers Don´t Lie

We have streamed

+450

MATCHES

With Over

+30k

At the finals

Having the same tech as Disney+

we can reach +1M users

without losing signal.

Streming

+25 CONCACAFM

tournaments

With

24/7 tech support

We Also Offer the geoblocking service so you users only in the area can watch the stream

“HUMAN TIME IS OUR PRIORITY”

PARTNERS IN DIGITAL TRANSFORMATION

Mango Soft

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