

# TyC Sports

## Digital Transformation for top rated Sports Channel in Argentina

TyC Sports is an Argentine pay television sports channel, based in Buenos Aires. In Argentina, its programming schedule is 24/7 and the first level events transmitted from its signal includes "Fifa World Cup", "Copa América de Fútbol" and Argentina national football matches, the Argentina Open and other sports.

**THE CHALLENGE** Large volumes of information and content to be shared with TyC customer included:

- The implementation of a secure signal drop, 24/7, without dependencies on technology or channel infrastructure.
- The development of injection points that were not tied to any physical infrastructure.
- The development of a robust and elastic architecture application, with the ability to grow during short periods of event transmission.
- The generation of an easily consumable event catalog by the CORE application.
- The implementation of a simple architecture, based on AWS PaaS services, with the ability to absorb future developments.
- The development of a service to make live and library content available in new applications and Industry Players.

**THE SOLUTION** Our teams absorbed the challenge points into a clear and precise roadmap. Thus, some of the items implemented were:

- Administration back Office with the ability to manage content injection, develop the library, organize events and agenda.
- Front End application adaptable to different media and contents, intuitive and very easy to navigate.
- Set "Serverless" with Elemental PaaS tools, designed to scale and adapt robustly to audience changes.

**THE RESULTS** Our Solutions implemented allowed TyC Sports to meet their existing needs and expand their future projection, on the way to attracting new audiences.

## Technologies Leveraged

- AWS Elemental MediaLive
- AWS Elemental MediaStore
- Amazon Cloudfront
- Amazon S3
- Amazon Cloudwatch
- Amazon CloudFront

