Znipe.TV

Leveraging Bitmovin's cloud encoding solution for the next generation of eSports entertainment.

BITMOVIN

Z ZNIPE.TV

INTRODUCTION

The global audience for video games is projected to be somewhere around 650 million by 2022. It's no surprise then that eSports is booming right now with competitive gaming expected to be a billion dollar industry in 2019, with its global audience expected to increase by more than 50% between now and 2023.

Global enthusiasm for eSports at the minute is a direct result of engaged viewers who are untethered to traditional media.

Esports' origins are deeply embedded in the world of online video, which means audiences typically stream tournaments to their computers, mobile devices, and even TVs.

To engage with even larger audiences, beyond diehard enthusiasts, high-quality online experiences are needed of the same standard as traditional broadcast.

Znipe.TV's platform offers its users a bespoke viewing experience by empowering them to select the players and streams they want to follow and options on how to split the screen, giving them a unique perspective on every match.

As a testament to Znipe.TV's success, it now has a global audience who regularly tune into its programming to enjoy high-quality online experiences.

ABOUT ZNIPE.TV

Znipe.TV was founded in 2016 with the purpose of delivering world-class eSports productions online, so that watching events at home is just as engaging as going to the arena to watch matches live. It provides users with digital passes, which includes in-game player POVs, match highlights and other player-featured content.

CHALLENGES

Znipe.TV regularly streams different eSports live tournaments simultaneously from different locations around the world – this means that they have to handle as many as 30 streams at one time.

In order to continue fulfilling its commitments to offering high-quality online experiences to its customers, it needed to deploy a next-generation cloud-based encoder that could run multiple encodings and deliver broadcast quality live streams.

Additionally, Znipe.TV needed a flexible encoding platform that did not lock them in with a specific cloud vendor. This was so they could avoid single points of failure by having fall back options across different public clouds.

Lastly, because Znipe.TV wanted to offer its customers multi-camera views, which enables fans to simultaneously view multiple players' in-game feeds, alongside behind the scenes action, it needed an encoder that could operate at scale without making any compromises in terms of encoding speed. For example, a single stream can switch rapidly between gaming content, which has highly complex footage, to shots of talking heads with commentators, players and fans.

To ensure that they could continue to deliver high-quality experiences to viewers, while having the agility to deliver innovation quickly, Znipe.TV needed a cloud encoding service that:

- Could handle a high level of complexity at scale, as gaming content is very complex to encode

- Could be deployed in any cloud region around the world

- Is system agnostic to avoid tying them to a specific cloud vendor, offering maximum flexibility

- Encodes multiple streams at 60 frames per second (FPS)

- Is future proof to make sure that Znipe.TV stayed up to date with ongoing market innovations

> *"Bitmovin's flexible and customizable technology has helped us in our unique broadcasting challenges: to seamlessly generate a vast amount of parallel live video feeds and present them to the user in the highest quality, wherever they are in the world.*
>
> *Znipe.TV's unique service broadcasts a time-synchronized video stream covering multiple angles, increases the demand placed on a transcoder service. Bitmovin has proven it is able to deliver all of our needs now and in the future with their fantastic technical roadmap.*
>
> *To achieve the unique Znipe. TV viewing experience, we chose Bitmovin's encoding to handle the video transcoding so that we can focus on what we do best, providing world-class entertainment for fans globally, live and on demand.*

Erik Åkerfeldt
CEO and Co-Founder
@ ZnipeTV

THE SOLUTION

After looking at a number of technologies available on the market, Bitmovin's encoding solution quickly became the obvious choice to address Znipe.TV's needs.

Bitmovin's solution was chosen because it offers the most flexible encoding on the market. It can be deployed in any cloud region of Znipe.TV's preference, which means that streams can be encoded in the closest location to the respective eSports event. This guarantees fast turnaround times, low latency and an enhanced viewing experience.

Bitmovin's encoding solution can also be deployed in multiple public cloud environments. This means that Znipe.TV could build failsafe options to continuously guarantee broadcast grade streams. Should one cloud provider experience problems or suffer an outage, Znipe.TV could have confidence that the show would go on.

Also, gaming footage, Znipe.TV's main content, is generally complex to encode as it involves many small details and lots of movement. Bitmovin's solution was best equipped to handle the complexity of the content at scale.

Another important aspect for Znipe was that Bitmovin is an innovative company that has been a first mover in almost every significant development in online video. For Znipe.TV this means that they can rely on Bitmovin to provide them with future-proof technology enabling new use-cases and constant efficiency improvement.

At last, Bitmovin's support and the way the two engineering teams worked together to develop and integrate features was another decisive factor in favor of Bitmovin.

ZNIPE.TV
ENCODING SOLUTION

Znipe.TV's streaming journey starts with all the latest action from eSports tournaments being captured from numerous locations around the world. Each event has a broadcast grade camera setup on the ground to capture all of the action at different angles. The production switcher is taking in those camera feeds and the footage is delivered to a live encoder, which is always deployed in the cloud region closest to the event. The cloud encoder creates the HLS adaptive bitrate streams for distribution. Different content delivery networks (CDN) then distribute the media content to devices around the world.

BENEFITS

With Bitmovin's help, Znipe.TV is able to offer a cutting edge service that gives viewers the opportunity to watch tournaments from their preferred perspective. This innovative way for viewers to experience the thrills and spills of the best players in the world on titles like Counter-Strike: Global Offensive, has been a huge success and cemented its position as a leading eSports broadcaster.

Znipe.TV has taken a dynamic approach to programming by creating a fully immersive experience that can be enjoyed on any device and from any location. As the popularity of eSports continues to accelerate, being able to offer a superior viewing experience to all spectators is what makes Znipe.TV stand out from its competitors. The use of Bitmovin's encoding solution enabled Znipe.TV to truly optimize the speed and efficiency of its service:

- It delivers the robustness and scalability needed for Znipe.TV's platform and can encode multiple streams in parallel

- Znipe.TV can now offer their customers a multi-camera view of all their events

- Customers can watch the main stream or up to four different streams in parallel.

Choose between the main broadcast stream and individual players

In this example, there are nine live streams encoded in parallel
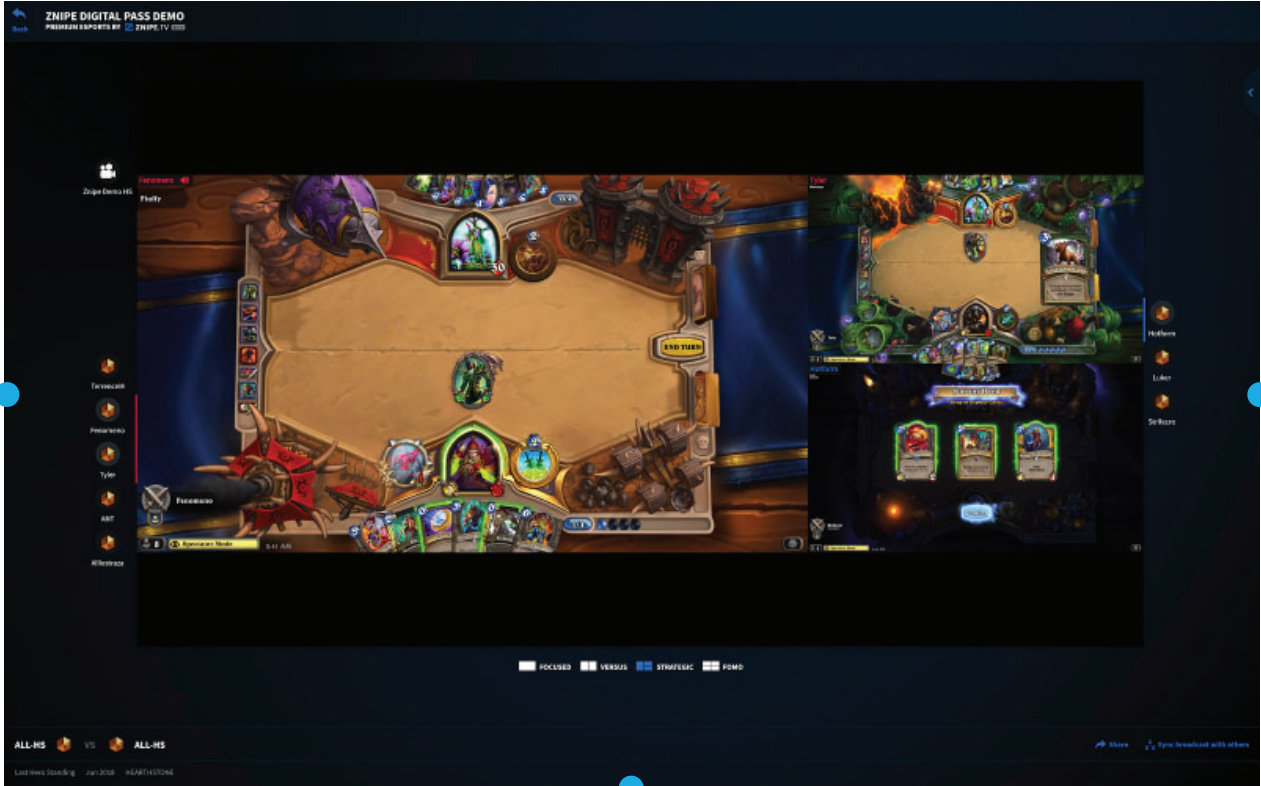
Select different modes to watch up to four streams in parallel

ABOUT ZNIPE.TV

Znipe.TV focuses on creating cutting edge streaming and entertainment products for competitive esports to global markets. The Znipe.TV platform empowers an audience of more than 400 million people to take control of their viewing experience and watch esports their way.

ABOUT BITMOVIN

Bitmovin is a leading provider of video infrastructure for online media companies around the world. The company has been at the forefront of all major developments in online video - from building the world's first commercial adaptive streaming player to deploying first software-defined encoding service that runs on any cloud provider or in a data centre. Bitmovin works with media companies across the globe to build innovative video products.

Bitmovin has been a first mover in almost every significant development in online video, including building and deploying the world's first commercial adaptive streaming (MPEG-DASH/HLS) HTML5 Player. Bitmovin customers collectively deliver several billion videos to consumers every day.

To find out more, please visit www.bitmovin.com

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Shaping the Future of Video

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