



Cathay Pacific / HSBC Hong Kong Sevens 2017.

Virtual Reality Live Sports Delivery

Virtual Reality

VR has been booming since 2016, with 191 million VR-ready headsets worldwide and numerous companies now producing Live VR content for the sports and events industry.

This new immersive viewing experience changes the way users can explore content, giving everyone a front row seat, no matter where they are in the world.



Case Background

The HK Rugby Sevens is Hong Kong's largest, most exciting international sporting event. With PCCW Global/HKT's strong presence in Hong Kong, the HK 7s was the perfect choice to demonstrate our capabilities.



Challenge

The challenges of real-time live VR streaming, compared to traditional TV, revolve around the complexity of dealing with data rates which are significantly larger and more demanding on the delivery networks. Reports from Broadband Forum have suggested that even basic VR video will require 17 times the bandwidth of normal HD video.



Solution

PCCW Global's high capacity global network optimised for media delivery and expertise in live event management, together with Ideal Systems' broadcast solutions and virtual reality expertise, enabled the team to deliver this complex solution in less than six weeks from project initiation. 3 Nokia Ozo cameras were strategically placed around the Rugby pitch, giving users the best angle for all the live rugby action and the stadium atmosphere.

PCCW Global's best-of-breed high quality, high bandwidth media delivery capabilities are ready to deliver the VR experience.

VR Project Highlights

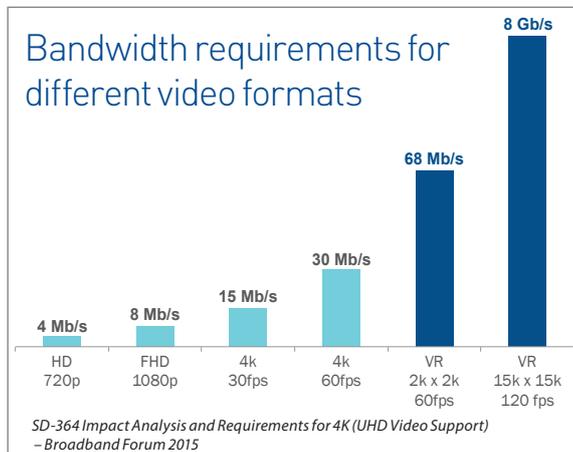
6 Gbps: uncompressed video coming from each OZO Live Server

6 weeks: Delivered source to screen solution

"This immersive viewing experience is something that local broadcasters, tech companies and sports organisations should consider for future sports events",

Today newspaper.

Bandwidth requirements for different video formats



Results

HK Rugby Sevens supporters experienced 3 days of uninterrupted UHD 360 video broadcast in 3D with 360 audio across multiple devices, including the Samsung Gear VR, HTC Vive, Oculus Rift, and Google Cardboard.