

## EMG GROUP OPENS NEW FISU TV OPERATION HUB IN ITALY

**The international MCR for University sports will be run in Milan by EMG Italy, in cooperation with SES and EVS**

**Milan, 25th January 2023** – A brand new state-of-the-art broadcast operation hub for the International University Sports Federation (FISU) has been developed by EMG Italy in cooperation with SES, the leader in global content connectivity solutions, and EVS, opened at the production centre in Cologno Monzese, near Milan city area.

Capable of running up to 8 incoming live feeds and potentially endless outgoing feeds, the powerful Master Control Room has been designed to manage the channels for FISU TV and the worldwide distribution towards all rights holders and takers involved. The main solutions deployed include a combination of a cloud-based platform for distribution, management and creation of contents and highlights, and SRT technology for receiving and broadcasting feeds.

Operations started with the Lake Placid 2023 FISU Winter World University Games, which ran from January 12th to January 22nd. The live streams covered 12 sports, 10 competition venues and almost 100 races and exhibitions that involved 2500 athletes and coaches from 50 countries for 11 days.

“The effort is big, but we are excited to start this new adventure,” said Claudio Cavallotti, EMG Italy CEO. “We’ve been working many years along with FISU, starting ten years ago in Trento up to the wonderful edition in Naples in 2019. This is a great achievement for our technical team, as our MCR will be the main international hub of all FISU broadcast operations from 2023 to 2027.”

The MCR that EMG implemented in Cologno allowed to manage up to four redundant simultaneous feeds from Lake Placid to be received, monitored, converted, and recorded. The distribution centre then provided these four redundant signals to SES for wider distribution, to CCTV Beijing (via CMG), to Qazsport in Almaty, to Eurosport for linear and digital services, to EVS MediaHub for online broadcast access in Japan, Europe, and other buyer agencies.

Additionally, EVS, the leading provider of live video technology for broadcast and new media productions, supported EMG Italy with the deployment of a dedicated MediaHub instance for FISU. The cloud-based platform extends the reach of live events by enabling online publishing and distribution of non-linear and near-live content to rights holders globally.

Thanks to the powerful search engine of MediaHub, the FISU media team and rights holders can easily browse, clip, and edit content as it is being produced remotely. The platform also provides them with access to a consolidated, constantly updated archive for enriching their storytelling.

The EMG Italy MCR can also provide a full catalogue of services to cover the entire production chain, including commentary booths for live remote voice-overs, audio mixing, multichannel monitoring, ingest, editing and a dedicated technical and production team.



*EMG Italy Production Center in Cologno Monzese, Milan, Italy*

#### ABOUT EMG:

EMG is a leading provider of broadcasting and audio-visual services within the European market. The Group combines unique know-how and world-renowned expertise to master the entire value chain from image creation to distribution. New-media driven, Euro Media Group is a valued partner for major international events, including sporting (Tour de France, Ryder Cup, FIFA World Cup, UEFA European Championships and Formula One), live shows (Eurovision, MTV Awards, BRIT Awards and Royal Events), and entertainment-based shows (The Voice, Masterchef, The X-Factor). EMG has a diverse range of studios and one of the largest fleets of mobile trucks in Europe.

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