Revolutionizing the Game: Las Vegas Raiders Forge New Media Path with Vidispine's Innovative MAM Solution

Hybrid Cloud Power, Adobe Premiere Integration, and Game-Changing API Connectivity with NFL's Next Gen Stats

The Las Vegas Raiders have teamed up with Vidispine to bring cutting-edge innovation to their media asset management. Their newly launched hybrid system, integrated with Adobe Premiere and featuring API connection to NFL's Next Gen Stats, is set to redefine the way football content is managed, produced, and analyzed, promising a competitive edge in the 2023 season and beyond.

Initial Situation

The Las Vegas Raiders' Silver & Black Productions team produces and archives a wide variety of media content, from game footage to player features to historical documentaries, for distribution across broadcast, in-stadium, digital, and social media platforms.

They sought to modernize their media asset management (MAM) system in preparation for the 2023 NFL season. They required a hybrid solution that seamlessly combined AWS Cloud and on-premises storage, along with an innovative approach to media management. Integration with Adobe Premiere and the API-based connection to NFL's Next Gen Stats were essential elements of this transformation.

The Customer

– The Las Vegas Raiders are a professional American football team based in the Las Vegas metropolitan area. The Raiders compete in the National Football League (NFL) as a member club of the league's American Football Conference (AFC) West division. The club plays its home games at Allegiant Stadium in Paradise, Nevada, and is headquartered in Henderson, Nevada.

Industry

– Sports

Vision

The Raiders' vision was to empower their production team with a cutting-edge MAM system that could efficiently handle media assets, streamline workflows, and integrate seamlessly with Adobe Premiere. The solution had to be hybrid in nature, utilizing both cloud and local storage, and it needed to prioritize an API-first approach for future integrations with AI, Next Gen Stats, and other applications.

Solution

The portfolio of Vidispine – An Arvato Systems brand provided a comprehensive suite of applications to meet the Raiders' needs, including:

VidiCore: Enterprise-class MAM platform.
VidiFlow: Workflow engine for automating complex functions.
MediaPortal: Search engine for quick media discovery.
MoovIT's Helmut: Adobe Premiere Integration for efficient project management.

The Vidispine team worked closely with the Raiders to build a hybrid environment, design custom workflows, and create API integrations with NFL's Next Gen Stats and Telestream Vantage. A future project phase will include the migration of data from the legacy CatDV system to ensure that existing media assets are transitioned into the Vidispine System. Ongoing training is a pivotal focus to help users adapt to this sleek and modern solution with advanced functionality.

Our Services

Vidispine successfully collaborated with the Las Vegas Raiders to build and deploy a state-of-the-art hybrid media asset management system. The key services included:

Hybrid Environment Setup: Combining AWS Cloud and on-premises storage for seamless asset management.

Workflow Development: Creating automated workflows to enhance productivity.

API Integrations: API connection to NFL's Next Gen Stats

Training and Support: Ensuring the Raiders' team could harness the full potential of their new, modern MAM solution.

Case Overview

Task

– Modernization of the media asset management system
– Implementing a hybrid solution combining AWS Cloud and on-premises storage
– Integrating the system with Adobe Premiere and establishing an API connection to NFL's Next Gen Stats

Technology

– VidiCore
– VidiFlow
– MediaPortal
– MoovIt's Helmut

Results

– Streamlined production processes
– Increased efficiency
– seamless asset management
– connection to NFL's Next Gen Stats

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We are pleased to have the initial launch of our system completed in time for the start of this year's NFL season. Starting off the season with a modern MAM at the core of our production workflows has already yielded benefits, and we are looking forward to continuing to bring workflows and integrations online over the course of the year.

Alexandra Curtin
Broadcast Engineer, Las Vegas Raiders

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Customer Benefits

The initial launch of the system was completed in time for the 2023 NFL season, and it has already delivered several benefits to the Las Vegas Raiders. These include:

Enhanced Production Workflows: The modern MAM system at the core of their production workflows has streamlined processes and increased efficiency.

Integration with Adobe Premiere: The system seamlessly integrates with Adobe Premiere, providing a comprehensive solution for project management.

API Connection: API connection to NFL's Next Gen Stats enables automated logging of game footage based on time-of-day timecode, with search of NGS stats available from within the MAM.

Ongoing Improvement: The team looks forward to further bringing workflows and integrations online over the course of the year, demonstrating their commitment to continuous improvement.

The collaboration between the Las Vegas Raiders and Vidispine has ushered in a new era of media asset management, combining the power of the cloud with on-premises solutions and pioneering API integrations that are set to drive innovation and success for the team in the NFL.

About Arvato Systems

Global IT specialist Arvato Systems supports major companies in Digital Transformation. About 3,300 staff in over 25 locations stand for in-depth technology expertise, industry knowledge, and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory, and market.

As a part of the Bertelsmann-owned Arvato Group network, we have the unique capability to work across the entire value chain. Through our strong strategic partner network with global top players such as AWS, Google, Microsoft, and SAP, we continuously strengthen our know-how and leverage the most advanced technology. We Empower Digital Leaders.

You have questions, need information or a contact?
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