



M2A  Media



JRFU transitions to the Cloud with M2A Media

Formed in 1926, the Japan Rugby Football Union (JRFU) is the governing body for rugby union in Japan. It is responsible for the organisation and promotion of all domestic and international matches for the Japanese national rugby team. Further to its involvement with the Japanese national team, in 2003 the JRFU created a new professional league, known as Japan Rugby League One.

Japan has one of the largest rugby playing populations in the world, ahead of major rugby playing nations such as Wales, Scotland and Australia. With the advent of Japan Rugby League One, which features top tier players from across the rugby playing world, Japanese rugby has seen growing global interest in its domestic competition. Off-the-back of this increased interest, the JRFU has sought to grow its global audience, via a series of media rights deals, capitalising on the unstoppable appetite for sports streaming.

As part of its ongoing efforts to reach these new audiences and

broadcast platforms, the Media Business Division of the JRFU made a decision to transition its live video workflows to AWS Cloud and AWS Media Services. As specialists in cloud based media services, the union sought help from M2A Media to manage and optimise its use of cloud infrastructure, specifically for the capture and distribution of live events.

The Challenge

The JRFU sought to improve their live media workflows in three specific areas:

- Automation - automation of their live event capture and archiving workflows.
- Content syndication - improve content syndication to their affiliates and partners.
- Cost management - optimise their costs by leveraging the benefits of the cloud.

In addition to media workflow improvements, as a small, in-house team, the Media Business Division, was also seeking a partner that could provide operational support.

The Solution

To meet these needs, M2A Media proposed a tailored offering of its live IP transport product,

M2A CONNECT, along with its live capture Add-On feature and managed Operations service, as a comprehensive solution for JRFU's requirements.

M2A CONNECT is deployed by JRFU to manage the transport of its live video streams over AWS Cloud. To receive the video source from the broadcaster, JRFU deploys AWS Elemental Live ground encoders and AWS Direct Connect, to provide robust network capacity to the AWS Tokyo region. Video contribution is 20Mb/s mezzanine over SRT, for reliability. The stream is received by M2A CONNECT which handles syndication and conversion of the live stream using dynamically orchestrated AWS MediaConnect and AWS MediaLive to:

- Deliver a mezzanine transport stream, over SRT, to the match data provider in Europe that handles capture of match statistics.
- Forward to JRFU's streaming platform for ABR encoding and distribution.
- Deliver HLS, compatible with Grass Valley Edius, to Amazon S3, for in-game highlights and clip creation.
- Live Capture for source archive.

- Provide source preview to M2A's media operators to manage video quality.
- Provide detailed stream statistics for video health - ie., packet drops and bit rate.

In order to provide an archive copy to the JRFU, M2A's Live Capture feature provides a recording of the original Transport Stream that can be exported, based on broadcast time points, to Amazon S3.

Moreover, the VOD feature of M2A CONNECT dynamically orchestrates AWS MediaConvert to convert the source transport stream to a compatible format for JRFU's Media Asset Management system - in this case Mezzanine MP4.

In addition, M2A Operations schedule JRFU events via M2A CONNECT, to ensure that AWS Cloud infrastructure is scaled in relation to match times. M2A's Live Capture resources are used as and when required, based on the event schedule, and, on completion of an event. This ability to use resources only when required, delivers significant cost efficiencies to the JRFU, when compared with alternative, on premise solutions.

With operational centres in London, Portland and Dhaka,

providing 24/7/365 support, M2A's best-in-class Operations team also provide JRFU with pre-event infrastructure provision checks, feed QC and real-time alerting of transport issues.

Summary

For the JRFU, working with M2A has enabled them to fully leverage the flexibility, efficiency and scalability of the cloud. By driving quicker turnaround times of content, coupled with robust and resilient integrations with third party systems, including MAMs, NLEs and sports data providers, M2A has provided a suite of products

and services that has allowed the JRFU to extend the reach and audience of Japanese rugby.

"Our objective was to be fully up and running in the cloud prior to season kick off, so as to optimise costs and future proof our broadcast workflows. We have been extremely impressed by the solution that M2A proposed to meet our needs and the fact that they were able to deploy it and get us up and running so quickly. Our transition to the cloud has been seamless and we thank the M2A team for its expertise and continued support."

Yutaka Muroguchi
Head of Media Business Division, JRFU