

## Kings of Leon – 360 degree innovation

### The situation

Technology is transforming the way we enjoy live music by offering audiences ever more ways to interact with and maximize their experience. This is especially true for fans who can't be there in person. Live online streaming of concerts has opened up exciting opportunities for venues, rights holders and audiences. It allows a concert to efficiently

### Customer

# AEGDM

AEG Digital Media Group

## Implementation of a 360°

camera giving online viewers complete control to choose their own views

Exceptional connectivity needed to cope with complex requirements, including upgraded HD SNG trucks and independent satellite/fibre feeds.

reach a world wide audience eager to enjoy a gig as it happens even though they can't be there. In August 2013 we helped leading online distributor AEG Digital Media take their live streaming to an exciting new level. For a Kings Of Leon concert they added an innovative 360-degree camera to an already impressive array of cameras filming the event from multiple angles. The stage mounted 360-degree camera placed online viewers right at the heart of the gig and then gave them complete control to choose their own views - watching the concert the way they wanted. AEG knew they needed exceptional connectivity to deliver this and approached us for a solution.

### What we delivered

Having worked on numerous similar events, including many for AEG, we had an excellent understanding of what was needed for flawless delivery. Connectivity was key and our challenge was to carry multiple HD feeds from the London venue to AEG in Los Angeles with 100% reliability. An additional challenge was the 360-degree camera. This operated using a different format to the other camera feeds. Our engineers explored a range of possible options and established the best solution for AEG. This involved procuring and installing additional equipment to handle the unusual format at source. Two of our HD SNG trucks were suitably upgraded to handle the 360-degree camera and deployed at the London venue. One uplinked the three primary feeds onto our IS-905 satellite capacity for downlink at our UK teleport and on-pass to AEG in Los

Angeles via our international fibre network. The second SNG truck sent the three backup feeds via a completely independent satellite and fibre route. This entirely in-house solution gave AEG the high SLAs and full redundancy they needed. AEG also wanted to include a live discussion between the event's US based guest director, Fred Armisen, and the band in London. To enable this we provided an additional two-way satellite link incorporating our domestic US satellite capacity, trans-Atlantic fibre connectivity, European teleports and HD SNG trucks. Again all these feeds were fully backed up for complete confidence.

### The outcome

The result was a unique concert experience enjoyed live around the world. With faultless delivery of crystal clear pictures and exceptional sound, excited fans not only enjoyed sharing the 'live' experience but also loved the ability to control their viewing as never before. The 360-degree camera certainly added a whole new level of interaction and hugely enhanced the online audience experience. AEG were delighted with the results and we are currently working with them to deliver more groundbreaking gigs in the coming months.