

# Sports industry solutions



# Overview

## Unparalleled experience supporting online presence of global sporting events:

UEFA Euro 2008  
Davis Cup Tennis by BNP Paribas  
IAAF World Athletics Championships Berlin 2009  
UEFA Champions League

## Sports Industry Solutions include:

Video on Demand and live streaming  
Global content delivery  
Content management  
Online stores  
Consultancy services including digital rights management, geo-graphic targeting, traffic management and match day-end user support

## Benefits of working with NTT:

Unparalleled expertise in sports market  
Global delivery capabilities  
Integrated solutions with expert partners  
Extensive Asia-Pac connections

## Evolution of the digital world

Sports organisations and major sporting events have some of the most recognisable brands in the world, with fans passionately connected to the values of that brand. Translating this emotion into a digital strategy that drives fan engagement, web traffic, sponsorship and, ultimately, revenues online is increasingly important as the use of the Internet continues to evolve.

Through compelling multimedia content such as Video on Demand, streaming, community forums and subscription-based, premium content including online TV, these services help you deliver a dynamic and exciting experience to an international audience. No matter how niche your sporting sector may be, developing a comprehensive online presence enables you to extend the global reach of your sport.

In the UK alone, online sports video accounted for 46% of all online TV consumed in 2007 which is set to treble to a total of 1.3bn streams in 2012<sup>1</sup>. Online media is still seen as complementary to traditional broadcasting, however the opportunity and potential for rapid growth is huge.

## NTT is well placed to help

NTT delivers a range of hosting solutions to support the digital strategies of content producers and rights owners. What NTT offers above others who can provide these services is a fundamental understanding of the digital challenges facing the sports industry and the solutions needed to resolve these issues.

We already work with organisations such as FIFA, International Association of Athletics Federations, International Tennis Federation, UEFA and sports clubs including Arsenal FC, Liverpool and Tottenham Hotspur.

Our specialist knowledge, combined with the scale of our global delivery capabilities, means we are ideally placed to help you take advantage of growing consumer expectations and rapid developments in technology to drive your online presence.

# NTT designs, implements and manages bespoke managed hosting solutions for rights owners and content producers, to deliver:

## Hosting platforms that provide the foundations for dynamic sports websites

NTT's managed hosting services offer sports organisations a secure and reliable web platform that underpins their online presence. On-demand, cloud-based solutions can be used to deliver cost efficiencies and greater flexibility of your IT resources. NTT Europe Online is certified to ISO27001 for Information Security Management and to PCI standards, bringing even greater reassurance that your brand is in safe hands.

*“Having a secure and scalable web presence is crucial for a global organisation such as the ITF. With exclusive up-to-the-second coverage of all Davis Cup World Group matches available on the official website we are taking tennis further into the digital age. We’ve seen how NTT has managed other major sports events and online broadcasting so they were a natural choice.”*



Mat Pemble, ICT Manager,  
International Tennis Federation

## Streaming solutions that bring the online experience alive

NTT's streaming services provide sports companies with a multi-format platform that allows them to broadcast live and on-demand audio and video content via the Internet and other distribution channels such as mobile. Premium content can be sold on a per-user basis and the service supports leading media formats including Adobe Flash, Windows Media, Java Applet/Open Source, QuickTime and devices such as iPhone. This service is supported by NTT's own Content Distribution Network (CDN) that helps manage surges in website traffic.

*“euro2008.com offered live streaming of all 31 finals matches, footage of 130 games from previous tournaments as well as an archive of a few thousand matches from UEFA competitions. Increased demand for online video was a challenge that only a partner with technology and an international infrastructure could solve.”*



Andy Pattison, Project Manager,  
[www.euro2008.com](http://www.euro2008.com)

# NTT designs, implements and manages bespoke managed hosting solutions for rights owners and content producers, to deliver:

## Network services that span the globe

NTT provides world-class data centre services from 28 major cities across the globe. Our coverage in Asia-Pac is second to none. All of NTT's data centres and PoPs (Points of Presence) have direct connections to NTT's wholly-owned, Tier 1 IP network which assures customers of the highest internet traffic speeds across all continents. Flexible global bandwidth capabilities mean that NTT's network can cope with the largest of web traffic requirements.

*FIBA Europe, the European Basketball Federation, worked with NTT to showcase EuroBasket 2009 which reached a record online audience of eight million visitors and distributed over four terabytes of data during the duration of the tournament.*

***“The performance of the network as a whole [for euro2008.com] was vital, especially given the peak traffic loads of 9.1 Gigabits per second and a predicted 300 terabytes of traffic throughout the tournament.”***



Niels Hilbrink, UEFA Account Director at NTT, worked on the euro2008.com project with UEFA

## Content management systems that give you complete control

NTT, in conjunction with key partners, provides content management systems that give sports clients complete control over the content of their sites. Content contributors, editors and publishers are able to quickly and efficiently manage the large amounts of editorial and images associated with sports websites, easily adding new features, media content, user communities and supporter information via an intuitive user-interface design.

## Online stores that drive digital revenues

NTT works closely with expert partners to deliver e-commerce solutions that enable supporters to view, order and pay for club merchandise online using a series of simple, user-friendly features. This allows sports organisations to directly generate merchandise sales online, increasing digital revenues and providing an additional sales distribution channel to supporters across the globe.

## On-demand content delivery that reaches a global fan base

NTT's Content Distribution Network (CDN) has been designed specifically to help manage surges in web traffic, particularly around match night, signing announcements or high-profile sporting events, which so often lead to web traffic overload and service disruption.

NTT's CDN enables our customers to cache static and rich-media content, serving it as close as possible to the fan's location, providing a seamless, uninterrupted service to sports audiences globally.

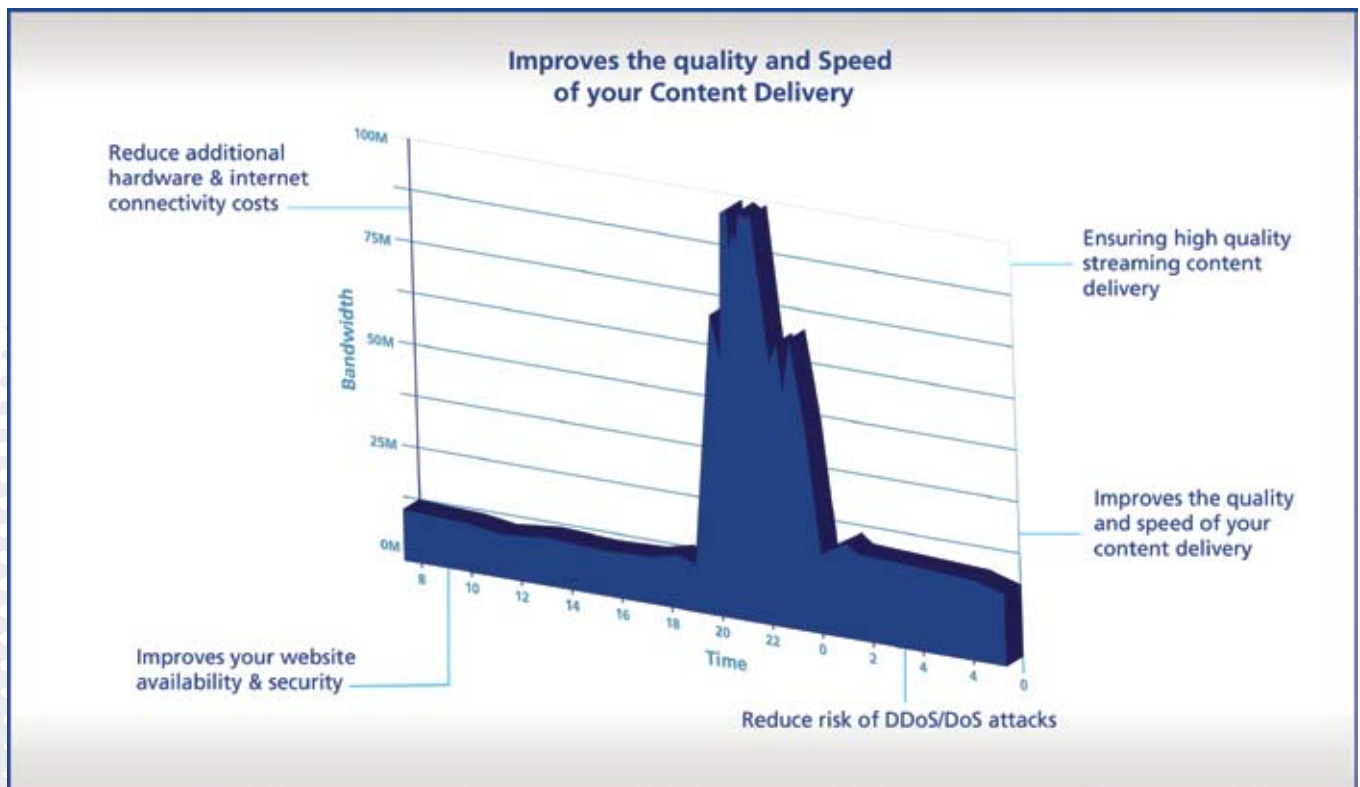
This service helps reduce the day-to-day pressure on your existing platform, while its on-demand capacity means you have the extra resources you need for periods of peak traffic, without additional investment in IT infrastructure.

*“We have a global fan base, with people logging on from the US to Asia and everywhere in between. It's testament to the capacity and capabilities of NTT's European-based CDN that we don't need servers on every continent in order to handle this international traffic, which is extremely helpful from an investment point of view.”*



Trevor Diamond, Head of Technology,  
Arsenal Broadband Ltd

## Benefits of NTT's Content Distribution Network



# Consultancy services that support your digital strategy

**Digital rights management** – NTT offers rights management and geo-targeting services to ensure the digital rights of our customers and licensing parties are preserved. NTT Europe Online is certified to ISO27001 for Information Security Management and to PCI standards, bringing even greater reassurance that digital rights will not be breached.

**Solution planning & design** – NTT's experienced consultants can offer expertise around event planning including predicting and managing traffic growth and architecture reviews with suggested design and technology improvements.

**Match day end-user support** – Behind the scenes there is an important human side to keeping websites running. Depending on the size of the event, 'game day' support teams can be created to deal with any online customer enquires and advice required, ensuring the smooth running of the service.

*UEFA's Video Service, which enables over 35 broadcasters to stream live football matches online, has a multi-lingual live web support team provided by NTT that is put to work alongside organisers and site managers on match night.*

**Expertise in sports sector** – NTT provides hosting solutions to a range of sports organisations including:

| Sport      | Customer                        | Website                  |
|------------|---------------------------------|--------------------------|
| Athletics  | IAAF                            | www.iaaf.org             |
| Basketball | FIBA                            | www.fibaeurope.com       |
| Football   | Arsenal F.C.                    | www.arsenal.com          |
|            | Eintracht Frankfurt             | www.eintracht.de         |
|            | FIFA                            | www.fifa.com             |
|            | Liverpool                       | www.liverpoolfc.tv       |
|            | Tottenham Hotspur               | www.tottenhamhotspur.com |
|            | UEFA                            | www.uefa.com             |
| Golf       | Golf.com                        | www.golf.com             |
| Tennis     | International Tennis Federation | www.itftennis.com        |

# Technical overview

**Managed Hosting** – A range of multi-continent solutions are available covering single solutions to fully redundant services and multiple environments for pre-production, development and production platforms. Clustering, mirroring and multi-site solutions are used to provide highly available platforms to support important events.

**Cloud Computing** – Private Cloud solutions from NTT provide on-demand, flexible and highly-available platforms that allow you to realise cost efficiencies, re-distribute resources to wherever they are most needed and burst the available computer resource to deal with unexpected surges; all within your own dedicated security environment.

**Security** – NTT provides a comprehensive security management portfolio including firewall, anti-virus and intrusion prevention and detection services to protect against security threats. NTT places as much emphasis on getting the “procedures and people” aspect of security management right as the technical side. In support of this, NTT Europe Online is certified to ISO27001 for Information Security Management and is externally audited every six months.

**Global IP Network** – NTT Communications owns and manages its Global Tier 1 network architecture with numerous redundant paths, routing options and private peering points. Customers and fans can be assured of the highest Internet traffic speeds across all continents. NTT's Trans-Siberian route allows clients to now communicate faster and quicker with less transit delays from Europe to the Asia-Pac region.

**Dual Stack IPv4/IPv6 technology** – NTT Communications was the world's first telecommunications company to introduce a dual stack IPv4/IPv6 technology. This means that as IPv4 becomes overcrowded and less efficient NTT's customers will be guaranteed a natural path for future growth.

# Service overview

NTT's Customer Support Centre is available 24x7x365 to manage incidents and service requests, providing clients with an immediate communication channel and a single point of contact for all support issues. We also provide specific event support staff for some solutions.

NTT's incident management process follows established processes, which have been developed in-line with the ITIL® best practice framework and it is currently seeking ISO20000 certification.

The monitoring systems NTT has in place alert the Customer Support team if any of the defined thresholds for performance are breached, automatically logging the incident and providing a point of reference for all further follow-up contact or escalations.

# Sports industry solutions

## Corporate overview

NTT Europe Online provides managed hosting solutions for dynamic enterprises internationally. These services provide the reliability, availability, security and scalability needed to underpin business success online.

As part of NTT Communications, NTT Europe Online has the global reach and scale to support businesses of all sizes. NTT Communications is the global data and IP services arm of the Fortune Global 500 telecom leader, Nippon Telegraph & Telephone Corporation (NTT).

For further information visit [www.ntteuropeonline.com](http://www.ntteuropeonline.com).



NTT Europe Online