



CASE STUDY

A Gold-Standard Digital Video Experience

How Eurosport used JW Player to bring a broadcast-quality digital video experience to millions of viewers across Europe for the Olympic Winter Games PyeongChang 2018

The Challenge

As the new home of the Olympics in Europe, Discovery and its leading sports brand, Eurosport, looked to transform the viewing experience for the Olympic Winter Games. Eurosport had high ambitions, offering fans the chance to see every minute of the Games live for the first time across Europe via its digital services. The eyes of the world were on the most prestigious sports event on the planet, and Eurosport's coverage demanded a broadcast-quality digital video experience for its viewers.

Eurosport required a video platform that could integrate with its 3rd party partners for monetization and analytics as well as provide flawless video playback. With limited time to prepare in the build up to its first Games, Eurosport also sought a partner that was nimble enough to handle quick implementation and be responsive as the project evolved.

The Solution

Eurosport chose JW Player to exclusively stream its inaugural Olympic Games coverage on its owned and operated website platforms. After assessing potential vendors, the company found that "JW Player provided the full suite of services we required to deliver first-class user experience," said Andrea Fanfani, Olympic Digital Product Manager for Eurosport.

JW Player's platform and lightweight player offered tangible solutions for delivering exceptional video. "We chose JW Player for a mix of the cleanliness of the code, the easy integration with our other partners, and the impact on user experience," said Fanfani.

"All the systems had to be ready on the same day and same time," said Fanfani. "The key for us was to integrate all of our partners seamlessly. JW Player was the necessary 'glue' to drive performance."



AT A GLANCE

- ▶ Official home of all European Olympics 2018 coverage (excluding France and Russia)
- ▶ Europe's number 1 sports destination, Discovery's leading sports brand
- ▶ Advertising solutions as part of monetization strategy
- ▶ Partnered with Conviva and Sentry (monitoring operations), Adobe (analytics), Freewheel (monetization)

JW PLAYER SOLUTIONS

- ▶ HTML5 player
- ▶ Adaptive streaming
- ▶ Clean and customizable code

WHY JW PLAYER

- ▶ Flawlessly showcases major world events with no errors in playback
- ▶ Integrates with legacy platforms and various partners to complete a modern video stack
- ▶ Flexibly handles implementation fixes under tight deadlines

KEY RESULTS

- ▶ 4,000 hours of coverage
- ▶ 900 hours of live streaming
- ▶ 48 markets and 21 languages
- ▶ Zero downtime

The Results

With JW Player's robust integrations and premium technology, Eurosport Digital's coverage of the Winter Olympics was a massive success. In total, Eurosport streamed 4,000 hours of programming and content to 48 markets in 21 languages on its global homepage and local versions of the site. The coverage included 900 hours of live action, which complied with the event's requirements for secure live streaming.

Across more than 100 Olympic events, every video was delivered with zero downtime. "The video delivery for the Olympic Games was incredibly efficient—helping us deliver the first truly digital Games across Europe," said Fanfani. "With JW Player, sports fans were able to view thousands of videos on our platforms in perfect quality."

Following the success of the Olympic Games project, Eurosport now intends to use JW Player for future sporting events, including the Roland Garros, Wimbledon, the U.S Open, and the Tour de France. "JW Player is the premium player of our big events in 2018," said Fanfani.

4,000 HOURS OF COVERAGE

48 MARKETS SERVED

900 HOURS OF LIVE STREAMING

0 HOURS OF DOWNTIME

"JW Player was a world-class partner enabling us to meet our commitment to deliver the first truly digital Games across Europe, with flawless delivery across every screen, device, and property."

— Ralph Rivera, Executive Vice President and Managing Director

About JW Player

We're the company that pioneered video on the web and became the world's largest network-independent platform. Our world-class video technology empowers media giants like Univision, VICE Media, Hearst, and Business Insider.

Talk with a video expert about how JW Player technology can help you meet your video goals.

CONTACT@JWPLAYER.COM



JW PLAYER

The fastest online video player



JW PLATFORM

Intuitive video management and delivery at scale



JW ENGAGE

Intelligent, data-driven audience growth



JW MONETIZE

Maximize ad yield, fill, and performance