



# LiveU Provides a Knock Out Solution for Hatton TV's ABA Championship Finals

May 14th 2010

## Challenge:

Hatton TV wanted a flexible cost-effective live streaming solution, that could easily be deployed in any location regardless of the fixed internet connectivity.

## Solution:

- LiveU LU-30 Backpack, LU-1000 Server
- Streaming Encoder
- CDN

## Benefit:

The LU-30 is easy-to-use, cost effective and enables Hatton TV to really push the boundaries of our online streaming content” Head of Production, Nigel Turner commented, “It allows you to go anywhere and everywhere without having to worry about a connectivity issue.”

Industry >  
Live event/  
Streaming  
Partners >  
LiveU  
Equipment >  
LU-30, L-1000  
Server, Streaming  
Encoder

Hatton TV stream hundreds of live events at various locations across the country. On May the 14th 2010 they provided live coverage of the National Elite ABA Championship Boxing Finals held at York Hall in London.

As events can be anywhere the venues can never guarantee perfect connectivity so Hatton TV with the help of Garland Partners Limited (GPL) were able to use the LiveU 3G Mobile Uplink solution to combat this problem. “We were able to provide Hatton TV with the perfect streaming solution” states Lorna Garrett, Director of GPL “The LiveU LU-30 unit can provide a content feed that otherwise may not be possible, it can produce high quality streams in even the most difficult locations”



The LiveU system consists of a LU-30 battery operated 3G transmitter unit (in the cameraman's backpack) and the LU-1000 downlink server software. Hatton's broadcast camera connected to the LU-30 and the video signal was encoded (H264) and transmitted concurrently via the 6 x internal 3G network data modems (2 sims from 3 of the 4 main operators). The mobile operators transmit the data traffic to the internet and from there to the downlink server IP address at the destination.

In this case the LiveU unit sent the streams back to Hatton's Transmission Centre where the picture was re-constructed into a single high quality live video stream via the LU-1000 downlink server and into a streaming encoder via their CDN which enabled a live web feed of all the boxing action. Hatton offered a free live broadcast of the event through their website; ([www.player.brandhatton.com](http://www.player.brandhatton.com)) Nearly 4000 boxing fans registered online to watch the twelve live ABA Championship Finals as they happened or later using Hatton's on demand service.

Brand Hattons' innovative form of web streaming enables boxing fans to watch matches that may not be televised whenever they want. "We loved the idea of using a new innovative form of web streaming. The LU-30 is easy-to-use, cost effective and enables Hatton TV to really push the boundaries of our online streaming content” Head of Production, Nigel Turner commented, “It allows you to go anywhere and everywhere without having to worry about a connectivity issue.”

Hatton TV is setting a new standard for boxing coverage on the Internet using broadcast standard equipment and experienced television cameramen, producers & directors to produce television quality output. The output is streamed live to the Internet either free to view or on a pay-per-view basis. The pictures are also relayed to four big screens above the ring to give the spectators in the hall the benefit of slow motion replays & interviews.

Call: +44 (0) 1455 22 11 88  
Email: [info@gpl-uk.co.uk](mailto:info@gpl-uk.co.uk)

