

Sports Leagues and Event Organisers Streaming Live at Scale

How Perception Cloudworks Delivers Broadcast-Grade Live Streaming Worldwide



Why Live Sports Need More Than a Standard CDN

Live sports is the hardest content on the planet to stream reliably. Peak concurrency, unpredictable audience spikes, and global delivery requirements exceed what most cloud and off-the-shelf CDNs can handle.

Perception Cloudworks includes the Perception TVCDN platform, a unified system that already powers live TV, on demand streaming, catch up, cloud recording and subscriber management for IPTV and OTT providers, including telcos, ISPs and broadcasters.

For sports leagues and live event organisers, this means you can use the same proven platform to deliver live fixtures, replays and highlights across screens, with the business tools you need to package and sell your content.

Key Challenges We Solve

- Sudden concurrency surges
- Subscriber spikes during key plays
- Geographic delivery fragmentation
- Latency inconsistency
- Multi-device viewing
- Rights-restricted distribution
- Monetisation integration and ad-trigger timing

What Perception Cloudworks Actually Provides



Unified TV and streaming platform

Perception Cloudworks delivers live streaming TV, live rewind catch up, TV channel playout automation, cloud PVR, on demand VOD, subscriber management and billing, all embedded directly into the delivery.



Native apps across major devices

The platform supports a full suite of applications, including web browser, iOS, Android mobile, Fire TV, Apple TV, Google TV, Android TV, Chromecast, LG TV, Samsung TV and set top boxes.



Flexible Revenue Models

We support multiple revenue models including subscription services, free ad funded viewing, transactional pay per view and premium video on demand.



Live and VOD ingest workflows

The platform ingests live streams via SRT or transport stream from production systems such as OBS or Streamlabs, and VOD assets as MP4 or TS files with additional audio tracks and subs & metadata.



Catch up and network recording

We provide live rewind catch up, cloud personal recorder and automated TV channel playout, so your live sports channels can automatically generate time shifted viewing and replays.



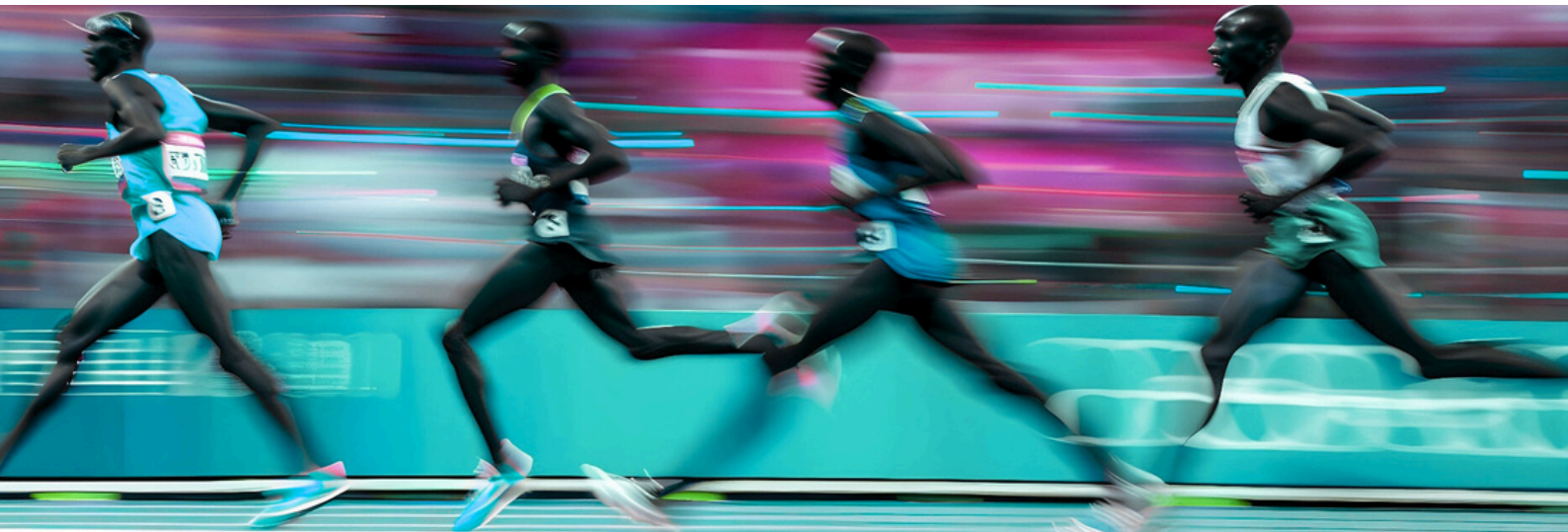
Deployment options

The platform can run as a self-managed deployment or as a fully managed service, giving operators control over how they operate and scale their TV and streaming services.

What This Means for Sports and Live Events

Using these capabilities, a league or event organiser can:

- Create one or more branded live sports channels for fixtures and tournaments, with automatic catch up and replay based on the same feed.
- Offer fans a choice of access models, from free ad supported coverage to subscription packages and pay per view events.
- Reach audiences on phones, tablets, smart TVs and set top boxes without building separate apps for each platform.
- Manage users, subscriptions and billing from within the same environment that delivers the video.



Talk to us about streaming your next season or event.

We will map your fixtures, content library and commercial model onto our live TV, catch up and VOD workflows, so you can launch a sports service on a platform already used by operators and broadcasters worldwide.