SPORTS FANS SCORE WITH DAZN’S STREAMING SERVICE

DAZN is a live and on-demand sports streaming service owned by DAZN Group, the digital leader in global sports media. It’s the world’s first pure sport streaming service, providing millions of fans unlimited access to watch the widest array of live and on-demand sports on virtually any internet-connected device. DAZN features more than 25,000 sporting events a year from major to minor competitions including soccer, basketball, baseball, tennis, rugby, motorsports, boxing and more.

DAZN’S CHALLENGE:
When DAZN scored a 10-year exclusive contract with the J. League, Japan’s leading professional soccer league, extensive modeling showed they would soon max out server capacity in the region. To ensure high quality streaming, handle increasing viewers, and be ready for further international expansion they began looking to add another content delivery network (CDN).

DAZN’S SOLUTION:
Limelight’s CDN was chosen based on its global reach to support DAZN’s expansion, its technology to consistently deliver high quality viewing experiences, and recommendations from colleagues in the industry.

SCALABILITY:
With multiple channels in eight markets across three continents carrying major sporting events concurrently, DAZN often experiences extremely high traffic peaks. Plus, they’re quickly gaining market adoption, securing rights to additional events such as the English Premier League and Spain’s La Liga.

“As it is with any other broadcaster, managing latency is a focus for us — getting a signal from ground through production out to our viewers worldwide. A Twitter feed that is seconds ahead of a livestream, for instance, can be a spoiler to sports fans. Working with Limelight, we’re able to create and deliver a broadcast quality experience low on buffering, low on start-up times, and high on picture quality. The Limelight team works closely with us on reducing latency and supporting our growth. Limelight is a key supplier in our strategy and a partner in our success.”

ROBIN OAKLEY, Head of Distribution Technology, DAZN Group
**MULTI-CDN:**
To deliver maximum performance and be ready for traffic spikes during live events, DAZN uses a multi-CDN strategy to load balance traffic and ensure low latency live streaming is available worldwide.

**FAST PERFORMANCE:**
No one wants an important play in a game interrupted by buffering. Limelight’s private global network provides the speed and capacity to ensure fast performance for the largest global events.

**CUSTOMER SUPPORT:**
Limelight’s Advanced Service Architects work closely with the DAZN team to help solve short-term challenges and scale to support large audience live events.