



# launching 24-hour FAST channel

Tennis Channel is an American sports-oriented digital cable and satellite television network owned by the Sinclair Television Group subsidiary of the Sinclair Broadcast Group. It is the only television-based multiplatform destination dedicated to both the professional sport and tennis lifestyle. The network has the most concentrated single-sport coverage in television in one of the world's most voluminous sports, with multiple men's and women's tournaments and singles, doubles and mixed competition throughout the year.

## Business requirements

Tennis Channel wanted to launch T2, a new channel exclusively available on Free Ad-supported Streaming TV (FAST) platforms. They chose Amagi which had been closely associated with the broadcaster for over two years, and had enabled them to launch channels in Germany, Austria, Switzerland, the Netherlands, the United Kingdom and India.

## Solutions

We leveraged the following solutions to help Tennis Channel launch T2 on Samsung TV Plus in the US in March 2022:

- Amagi CLOUDPORT, our award-winning cloud-based channel playout platform that offers broadcast-grade quality with true cloud deployment
- Content scheduling services
- Master Control Room (MCR) services
- Amagi LIVE, a UHD-ready, cloud-based live orchestration platform for orchestrating broadcast-grade live content on the go, with support for industry-standard advanced graphics templates, native graphics, HTML, and Singular.live. It also offered the flexibility to extend live playout, switch between input sources, and more

## Benefits

- Enabled the smooth launch and delivery of the live channel dedicated to a sport, where the overall length of the game is often unpredictable
- Helped the customer expand their reach in the US
- Allowed effortless switching between live and recorded content with an effective Live-to-VOD functionality
- Helped deliver a delightful viewing experience through rich secondary graphics



The experience of launching our first FAST channel for tennis in the United States with Amagi has been enriching. The user experience is wonderful for tennis fans and we're excited to bring the sport to a whole new audience.



### Andy Reif

Senior Vice President  
Tennis Channel International