

Globant▶

Reinvention story

Game-Changing Collaboration: Globant & Touchstream elevate La Liga broadcasting



Introduction

Delivering flawless live event broadcasts is paramount in the rapidly evolving sports and entertainment landscape. For viewers, the most essential features of an optimal streaming service are **ease of use (81%) and playback quality (77%)**. In **just 5 seconds**, they decide whether to stay or leave a live broadcast, spotlighting the critical impact of streaming performance. Globant, in partnership with Touchstream, a leading provider of 24/7 OTT monitoring solutions, collaborated to equip La Liga with the essential tools for seamlessly monitoring live event broadcasts.

The Challenge

Monitoring video quality KPIs and asset availability in real time poses significant challenges for live sporting event streaming companies. These include ensuring world-class large-scale Over-The-Top (OTT) platform Service Level Agreements (SLAs), ensuring flawless performance of Origins and CDNs at all times, validating editorial calendars and assets, and proactively addressing issues like transmission quality, playback, and audio failure, joining time, buffering, and pixelated video images.



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“Our partnership with Touchstream presents a unique opportunity to revolutionize how audiences engage with their preferred content.”

- Pablo Peranzola, Globant Media & Entertainment Studio.

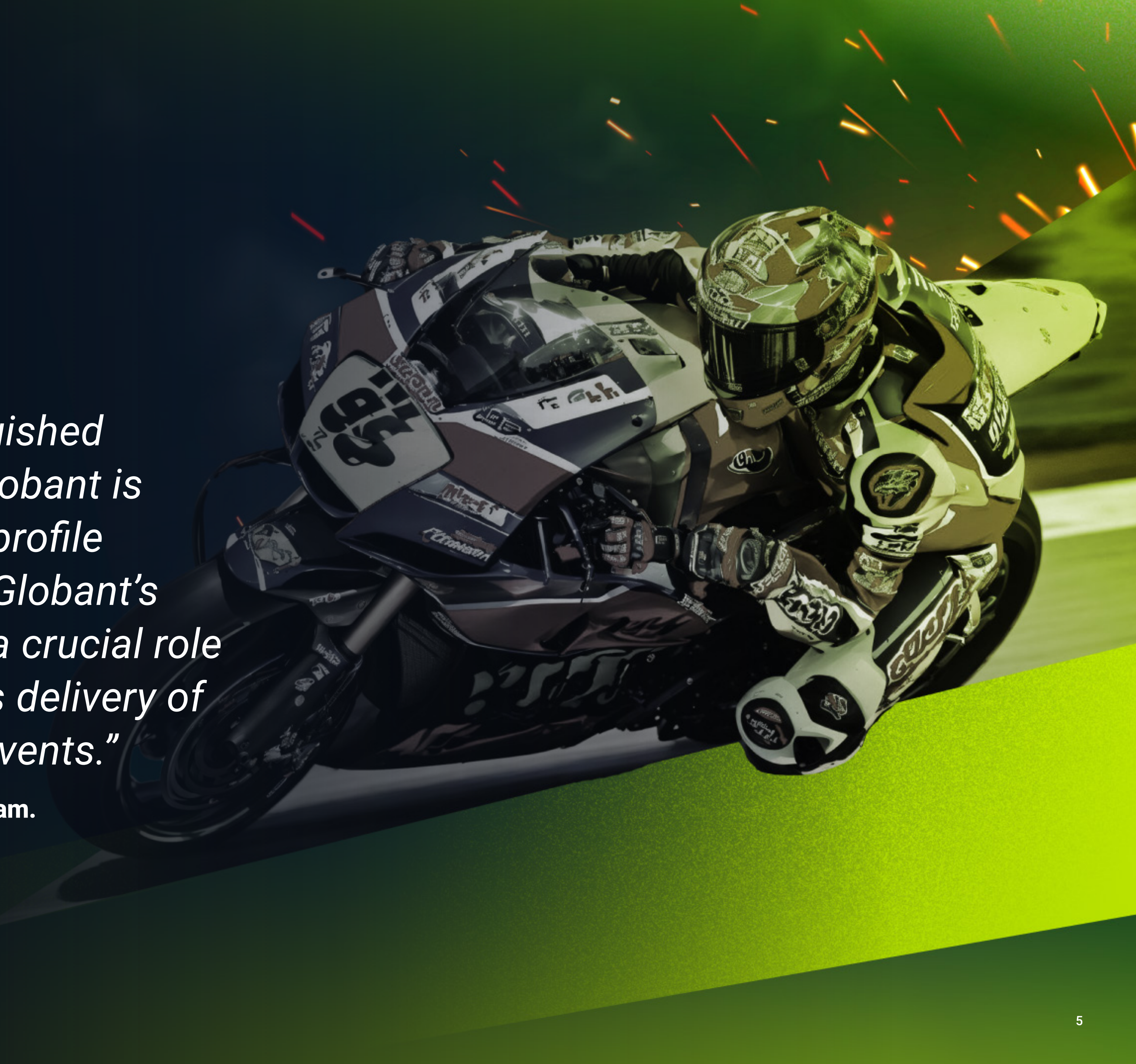
Redefining event viewing

Globant and Touchstream teamed up to provide comprehensive OTT monitoring solutions for La Liga live events. Globant’s M&E Reinvention Studio expertise in digital transformation and 24/7 monitoring tool, combined with Touchstream’s solution, offers a robust approach for real-time stream assessment, executing tests across all platforms, and monitoring asset availability.

Key Features and Benefits

- Efficiency and cost-effectiveness: Globant's modular and scalable products offer sports companies a more competitive cost per service.
- Global support: With 24/7 monitoring, companies receive dedicated support around the clock.
- Technology at the core: Leveraging cloud-based AI technologies, the partnership ensures cutting-edge monitoring capabilities, including preventing and decreasing MTTD live streaming issues.
- Long-term partnerships: The partnership fosters long-term client relationships by providing dedicated focals and adaptable engagement models.
- Reporting capabilities: Detailed industry reports enable companies to track performance metrics and make informed decisions.
- Adaptable engagement: Clients can customize their engagement with Touchstream based on their needs.
- Talent strategy: Globant's training platforms ensure teams have the skills to deliver exceptional service.
- 30+ years of industry expertise: Globant and Touchstream jointly have more than 30 years of bidirectional knowledge related to all aspects of OTT monitoring.
- Granular solutions: Touchstream and Globant's tailored solutions address all business regional needs.
- Technical support in different languages: We understand how much can be lost in translation. When companies monitor sports, every second matters, so we provide technical support in their native language.
- One-click POC sign-up: Easily contact Globant and request access to Touchstream's OTT monitoring solution with a prompt reply in less than 24 hours.





“Collaborating with a distinguished streaming partner such as Globant is essential for managing high-profile sporting events like La Liga. Globant’s unparalleled expertise plays a crucial role in guaranteeing the seamless delivery of these significant streaming events.”

- **Brenton Ough**, CEO & Co-Founder, Touchstream.

A game-changing partnership

Our collaboration with Touchstream presents a significant opportunity to integrate capabilities and offer a comprehensive service to leading sports organizations such as La Liga. Combining a robust tool with our expertise transforms the way fans engage with their favorite content.

Future Outlook

As Globant and Touchstream's partnership continues to grow, we plan to improve and facilitate business and technical onboarding processes for our clients and further integrate their services. This collaborative approach benefits existing clients and opens doors to new opportunities in the sports and entertainment industry. Through ongoing innovation and shared excitement about all video-related topics, Globant and Touchstream joined forces to redefine the future of live event broadcasting.



About Globant:

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 28,900 Globers present in 33 countries in 5 continents working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit www.globant.com

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