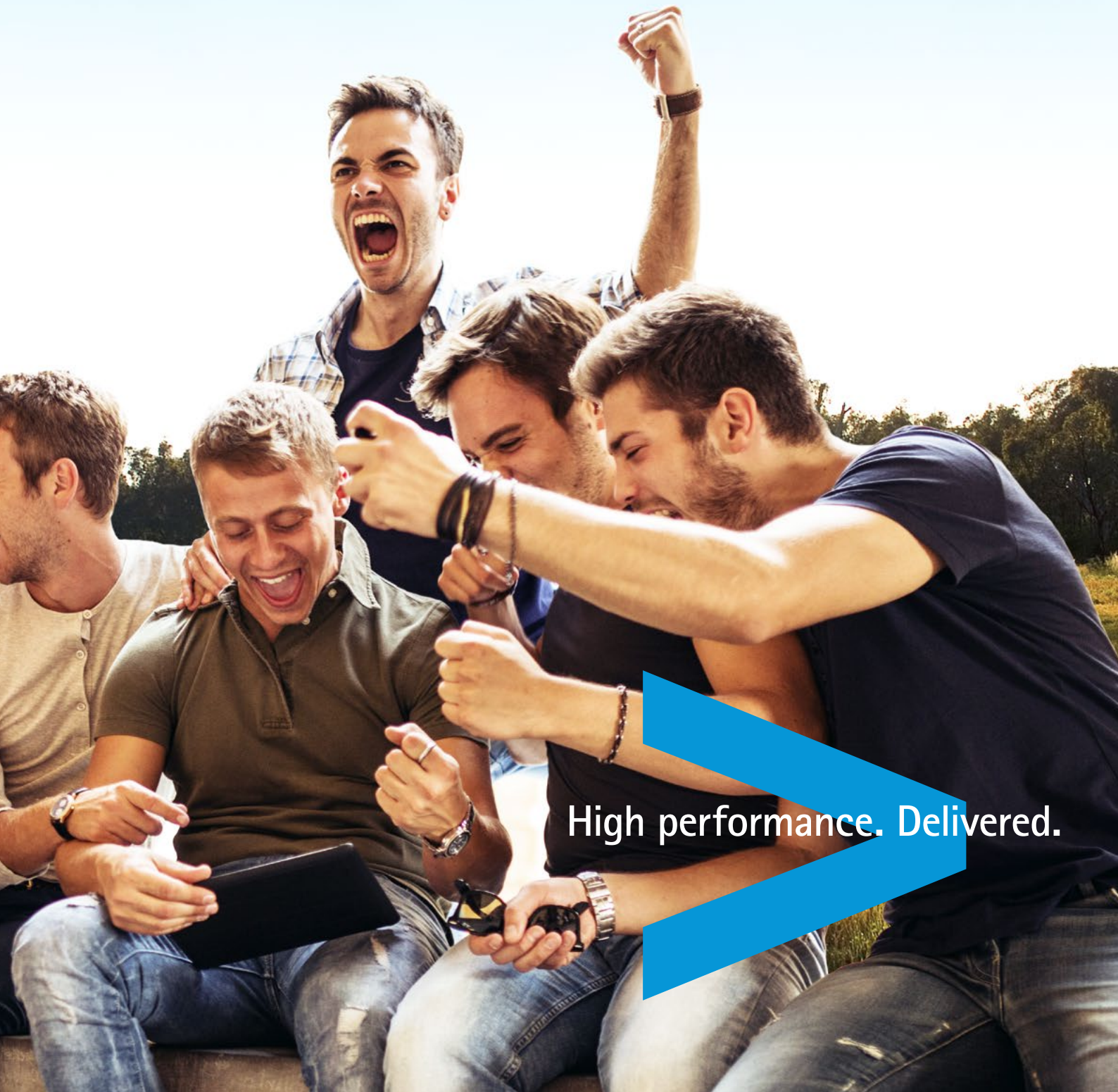


# Live streaming service helps Cricket Australia delight fans

Accenture powers a match-winning  
digital solution



High performance. Delivered.

Cricket is one of Australia's favourite sports and has been the trigger of national joy and sometimes heartache for more than 200 years. In the summer months, Australians young and old follow with great fervour the fortunes of their regional and national teams in person at grounds and through traditional broadcast channels such as radio and television. Now, fans can watch live streaming of domestic and international games played in Australia, on the go, via their mobile, tablet and digital enabled devices thanks to a digital service launched by Cricket Australia during the 2013-14 season. The offering provides a high-quality, feature-rich subscription service powered by the Accenture Video Solution and managed by Accenture Video Operations.

## Business background

Cricket Australia controls, manages, promotes and governs the game of cricket in Australia at all levels including professional and amateur cricket. It also arranges and controls all visits by overseas cricket teams to Australia to play against the Australian Men's and Women's teams. As one of the country's most popular games, cricket has a large and loyal following in Australia—matches between the national side and visiting international teams arouse huge interest in the summer season. In recent years, that interest has carried over to the digital space.

Empowered by a growing variety of devices, fans in Australia—like those the world over—demand instant access to quality sports coverage, when they want it, wherever they are, and in a format that suits them.

## Business challenge

Recognising the influence of its always-connected fans, Cricket Australia knew it needed to harness the power of digital to redefine consumer experience and to further monetise its digital properties. As part of a newly launched digital strategy, Cricket Australia formed a partnership with the Nine Network to enhance Cricket Australia's digital products, including providing a subscription-based live streaming of matches played in Australia starting with the 2013-14 summer season – including the bi-annual matches against arch-rival England for the Ashes™.

Cricket Australia made the bold decision to build its own multi-platform subscription service. But the organisation knew it could not do it alone. It needed help from a service provider with depth of digital transformation experience, end-to-end capabilities from live streaming to management of subscriber services, and a demonstrated record of delivering to tight schedules. Most importantly, given the huge domestic interest in the 2013-14 Commonwealth Bank Ashes Series following Australia's defeat in England just months before, delivery of the service would have to be flawless.

Cricket Australia subsequently awarded Accenture a five-year contract to provide the live streaming and subscriber management services. Three key differentiators worked in Accenture's favour for this high-profile engagement:

1. Accenture Digital Video Services, an end-to-end suite of services that helps accelerate time to market and build customer engagement. It includes the modular Accenture Video Solution, which has more than 300 off-the-shelf functionalities and more than 200 application programming interfaces to allow seamless integration with other systems. The software-as-a-service nature of the Accenture Video Solution platform and its deployment in the cloud make it an efficient, cost-effective and quick-to-deploy solution.
2. The Accenture Broadcast Control Centre in Sydney, one of several similar facilities around the world. Set up in 2011, the centre enables Accenture to provide high-quality and reliable video streaming of events for multiple devices and formats.
3. Accenture's experience of bringing clear vision, predictability and simplicity at speed to help media and entertainment organisations create compelling consumer experiences. Accenture has delivered more than 15,000 online events annually and has had over 170 channels under management, over the last few years.



## How Accenture helped

With only eight weeks to design, build and launch the live subscription service in time for the 2013-14 Commonwealth Bank Ashes Series, the Accenture team got started quickly. The subscriber management service enabled a seamless workflow for registration and payment, and user authentication which included social integration (with Facebook and Twitter). Accenture Video Operations leveraged its specialised managed services to provide a multi-platform digital broadcast service at scale, including acquiring the footage from the TV broadcaster, encoding and publishing the live match footage.

Accenture's depth and breadth of experience in hosting live events and its state-of-the-art broadcast facility helped Cricket Australia offer a reliable, adaptive and responsive service to its customers which maximised the quality of experience.

Through all this, the Accenture project team collaborated with representatives of Cricket Australia to set realistic objectives and pragmatic—but aggressive—timelines so that the service could launch on schedule. The team also successfully managed a complex, multi-partner ecosystem that included vendors for the video management system, content management system, portal and app development. In several cases, Accenture took the lead across various phases of work from design to deployment, becoming a trusted partner for Cricket Australia.

## High performance delivered

After only two months, Cricket Australia successfully launched Cricket Australia Live: the Official App, which included the subscription-based live streaming service, in time for the the 2013-14 Commonwealth Bank Ashes Series. The Accenture team on the ground in Sydney and Melbourne, backed by the Accenture Global Delivery Network, facilitated zero downtime across more than 800 hours of streaming over the summer cricket season. The quality and reliability of service helped Cricket Australia exceed its initial targets for the number of subscribers and increased its website audience by more than 190 percent over the previous year.

"Our subscription-based live streaming service was a great success, and Accenture was a large part of that. We want to build on that success by broadening our digital product offering and helping the fans get closer to the game they love."

Ben Amarfio  
General Manager, Media, Communications & Marketing for Cricket Australia

Clearly, Cricket Australia is committed to meet the needs of its connected fans well into the future.



## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 305,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is [www.accenture.com](http://www.accenture.com).

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