



CASE STUDY

RED BULL - REVOLUTIONS IN SOUND

SIS LIVE and Red Bull broadcast 30 gigs from the EDF Energy London Eye

1 Night

30 Live Gigs

30 Live Streams

1 Broadcast Company

In October 2011 SIS LIVE were working with the Red Bull Music Academy on an ambitious and unique project which would see 30 music gigs from the EDF Energy London Eye simultaneously broadcast live on

the internet, online radio and to a live audience.

The EDF Energy London Eye, which dominates the skyline of the Southbank area of the River Thames stands 135-metres tall and comprises 32 passenger capsules, representing each of the London boroughs. On the 13th October 2011, 30 of these capsules played host to a range of bands, producers and DJs such as Ms Dynamite, Kano, Andrew

Weatherall, Beardyman and Don Letts, plus some special guests from the Red Bull Music Academy.

SIS LIVE dispatched their OB 3 and Link 21 vehicles, plus operators and equipment to produce live video streams from 4 of the capsules, and audio streams from all 30 capsules to be broadcast on the Red Bull Music Academy Radio player.

Inside each of the 4 'video enabled' capsules feeds from 2 x HD Cameras were linked via Radio Frequency (RF) to Link 21 and then passed on to OB 3 where they were cut using one of four RouteCases situated on the rear desks of the production area. RouteCase, a SIS LIVE designed and developed product, is a self-contained, compact HD portable production studio which lent itself perfectly to this sort of live mixing environment.

The remaining 26 capsules had audio only radio transmitters fed by a small audio mixing desk which sent the audio down to OB 3. This sound was routed through



the sound desk for TV treatment before getting to its respective RouteCase. The output then went back onto the matrix before being sent for streaming.

“Multiple High Powered Streaming server towers and cabling into OB 3 for 34 stereo pairs of audio and 4 video streams were installed,” explains Daniel Cooper, IP sales manager, SIS LIVE. “As with any live event we cover, there was particular focus on having redundancy in the encoding platforms to provide high levels of resilience. This attention to program resilience continued in the form of 6 iDirect IP satellite modems in Link 21 being “on air” throughout the duration of the show, and being connected directly to each streaming tower. SIS LIVE IP Support continually monitored the IP connectivity and multiple encoding process both at the site, through our 24/7 MCR and with remote end users.”

SIS LIVE IP also designed and supplied Adobe Flash Players, hosted the Flash players and provided content delivery services (CDN), all live and without interruption.



James Clement, sales director, SIS LIVE says “The planning and preparation for this was meticulous, particularly as the teams were only allowed access to the capsules 90 minutes before the live event. We are proud to have delivered this exciting and elaborate show so successfully.”

So, the end result was that the viewers at home got to see close up coverage of each gig from 2 cameras, cut with a wide shot of the whole wheel in motion as well as graphics fed by an EVS XT[2] to identify the artist.

Additionally, audio outputs were being sent to the Delta Sound ‘Silent Disco’ which took place at the foot of the wheel. Using radio headsets the audience were able

to dial in to their gig of choice and dance to their hearts content, whilst also providing visual amusement for those without headsets.

David Meynell, managing director, SIS LIVE says “We are proud to have worked so closely with the Red Bull moving image department to pull off this ambitious production, which demonstrated not only the expertise of SIS LIVE’s operational team, but also the innovation and reliability of our award winning product range.” This event was put together by the Red Bull Music Academy, a world-travelling series of music workshops and festivals and a platform for those who shape our musical future.

