

FEED CONVERSION

Bridging Global Broadcasts to Local Audiences

How TCG Digital transforms German football into a localized, broadcast-ready experience for India.

International sports broadcasting does not scale through production alone. It scales through conversion.

Every live sporting event originates in a specific technical environment. Yet broadcasters, OTT platforms, and audiences consume content differently across formats, protocols, platforms, and languages.

Feed Conversion is the enabling layer that bridges this gap.

In live sports broadcasting, Feed Conversion transforms a single live video stream into multiple audience-ready experiences through real-time ingestion, protocol conversion, transcoding, and multi-endpoint distribution.

TCG Digital's proprietary sports intelligence console enables intelligent feed conversion, bridging the gap between production companies and broadcasters, to ensure best in class feed delivery for high profile women's cups and tournaments of the Deutscher Fußball-Bund (DFB), namely Google Pixel Women's Bundesliga and DFB Pokal Women in India.

The Sports Intelligence Console:

Receives live match signals from Germany

Converts and localizes feeds in real time

Delivers simultaneous outputs to Indian broadcasters including DD Sports (Prasar Bharati), TV9, SSEN-OTT, and Waves OTT, thereby opening a new market for German football content in India

01 | FROM BROADCAST SIGNAL TO AUDIENCE EXPERIENCE

A live sports feed is not automatically distribution-ready. Production companies generate feeds in one technical format, while broadcasters and OTT platforms require different protocols, codecs, bitrates, and language outputs.

Feed Conversion closes this gap by transforming one incoming stream into multiple downstream outputs without recreating production for every destination.

The result: One live event becomes accessible across television, OTT, streaming, and multiple viewing environments.

The process includes:

Receiving a live broadcast signal in a source format or protocol

Converting and adapting the feed through transcoding and language localization

Delivering simultaneous outputs in destination-specific formats

One Feed. Multiple Viewing Experiences.



02 | MAKING INTERNATIONAL BROADCAST OPERATIONALLY USABLE

Historically, DFB-Pokal Women and Google Pixel Women Bundesliga broadcasts primarily serve European audiences. Reaching Indian audiences requires solving a fundamental operational challenge: the live signal produced in Germany must be received, converted, localized, and legally redistributed in real time.

Using TCG Digital's Sports Intelligence Console:

- Live SRT streams are received from Germany
- MPEG-TS feeds are normalized through FFmpeg-based transcoding to H.264 1080p/50fps
- Simultaneous SRT outputs are generated for TV9, DD Sports, SSEN-OTT, and Waves OTT, alongside HLS delivery for web and mobile
- Indian viewers watch the same match on their preferred platform

The platform is operated remotely through a cloud-hosted environment with centralized monitoring and control.

03 | THE STRATEGIC IMPACT

Feed Conversion extends value across the sports distribution ecosystem by converting technical interoperability into audience reach.

For DFB: Expanding into a 1.4 billion-viewer market through licensed distribution, simultaneous TV and OTT reach, and a repeatable operating model.

For Indian Broadcasters: Receive ready-to-air streams without additional processing.

For Fans: Gain live access to German football across television, mobile, and web (DD Sports, TV9, SSEN-OTT, and Waves OTT)

04 | CONCLUSION

Feed Conversion is the critical enabling layer that makes international sports broadcasting commercially and operationally viable.

Through its Sports Intelligence Console, TCG Digital demonstrates that protocol conversion and multi-endpoint distribution can be delivered reliably from a single managed platform.

The DFB implementation establishes a replicable model for sports rights holders seeking to expand into India and other emerging markets.

One Feed. Multiple Audiences. Delivered at Scale.



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