

# Los Angeles Angels Deliver a Home Run for Workflow Efficiency with Vantage



## INTRODUCTION

Angel Stadium in Anaheim California, home to the MLB Los Angeles Angels, has embraced and leveraged technology to enhance the fan experience, improve operations, and maintain its position as a modern sports/entertainment venue. The use of technology at Angel Stadium illustrates how modern sports venues can enhance the fan experience, while also improving operational efficiency. Specifically, technology solutions for ingest and display on the stadium's multiple video display boards, including two large outfield displays to highlight dynamic content, have transformed the overall experience, making it more interactive and engaging.

## THE CHALLENGES

The Angels were looking to streamline the preparation and presentation of game and sponsored content on their stadium video displays by eliminating time-consuming manual processes. The solution needed to overcome multiple challenges to achieve the efficiency they were seeking:

- **Slow Proxy Generation and Transcoding:** The existing Media Asset Management (MAM) system was not fast enough and did not automate critical tasks.
- **Ensuring Compliance with Display Rules:** MLB regulations have stringent requirements for any content displayed on a video board within the field of play, ensuring compliance with those rules is required. (example: use of white)
- **Inconsistent Audio Levels:** Audio is always an after-thought but needs to be normalized to avoid sound issues of content from different sources.
- **Tedious Manual Aspect Ratio Adjustments:** Each video board has its own codec and container specifications, requiring the content displayed to be sized and encoded accordingly.
- **Complexity:** Solution must be usable by both technical and non-technical staff.



## THE SOLUTION

Telestream Vantage is the technology that is being used to address the above challenges. For the stadium requirements, Vantage provided several advantages:

- **Fast and Efficient:** Vantage eliminated manual processes for content proxy generation and transcoding and is significantly faster than the prior solution.
- **Automated Workflows:** Resource intensive processes were automated with the use of technology. Tasks such as applying a LUT to video board content to ensure MLB compliance, normalizing audio levels, renaming assets, and adjusting all content to fit the unique aspect ratio and sizes of various video boards, all were automated through the Vantage workflow process.
- **Ease of Use:** Vantage is used by technical and non-technical staff across multiple departments including video production, ticket sales, sponsorships, and community.



*“Vantage is saving at least one FTE worth of work by doing the tedious administrative stuff. It just dissolves the cognitive load for people, among other things.”*

Zac Applegate  
Manager, Broadcast Engineering, Angels Baseball

## THE RESULTS

Vantage has delivered a substantial boost in efficiency across the team’s content workflows. The video production team, the heaviest users, can more effectively manage the transcoding of content regardless of the condition and when it’s received from sponsors. Streamlining the content ingest and display process has reduced the workload on staff and allowed for more creative content strategies.



The flexibility of Vantage allows workflow changes to be implemented more quickly, allowing the system to scale along with the stadium’s changing needs and opportunities. As a result of the improved process efficiencies and dynamic content display, the potential for new avenues of sponsorships and advertising now exists.

*“Instead of adding more staff, I have just one person spending half of their time with content administration and the other half on more important creative work. Vantage makes sure all audio and video inputs are properly normalized, so that no matter who creates the content, it always plays correctly.”*

Zac Applegate  
Manager, Broadcast Engineering, Angels Baseball

## THE FUTURE

The team is planning to continue to expand their use of Vantage with building more advanced audio options, enhanced use of metadata for player headshot integration, and additional workflow integrations for the further streamlining of file processing. The use of Telestream Vantage has enhanced the overall atmosphere of the stadium during games, attracting fans and increasing sponsorship opportunities. As technology continues to evolve, Angel Stadium is well-positioned to adapt and further improve the experience it offers to its audience.

## ABOUT VANTAGE

Vantage is the world’s leading platform for managing all your high-quality media processing and workflow automation needs. Designed to meet the challenges of today’s rapidly evolving media landscape, Vantage streamlines the entire content production and distribution process with a robust set of advanced professional tools and intuitive interface, ensuring faster turnaround and superior quality. Vantage is highly flexible as a cloud, hybrid, and on-prem deployment.

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