

A Monumental New Fan Experience: New ST 2110 Production Facility Brings National-Network Feel

Developed by



ABOUT MONUMENTAL

Industry: **Broadcast Media**

Location: **Washington, D.C.**

Monumental Sports & Entertainment is America's leading sports and entertainment family. Their people, players, teams and events bring excitement and joy to millions. They invest and innovate to consistently raise the game so they can deliver extraordinary experiences that will inspire and unite their community, their fans and their people.

Monumental Sports Network is wholly owned and operated by Monumental Sports & Entertainment (MSE). The network holds exclusive local television media rights for the NHL's Washington Capitals, NBA's Washington Wizards and WNBA's Washington Mystics games. MNMT is also the TV and digital home to the NBA G League's Capital City Go-Go and the NBA 2K League's Wizards District Gaming as well as exclusive behind-the-scenes content and original sports and entertainment programming. The network also boasts the most comprehensive regional high school and collegiate sports programming in the greater Washington D.C. metro area.

800+
Full-Time
Employees

8

Teams

5

Venues



OBJECTIVE

- When it comes to sports, fans aren't just spectators—they're part of a living, breathing community. Monumental Sports & Entertainment gets that. So, when they had the chance to snag their local regional sports network (RSN), they didn't just see it as acquiring a network. They saw it as reclaiming their identity through their own broadcast rights. They knew no one else would be as passionate about their storytelling, platform and fan experience.
- Monumental had a vision: leverage cutting-edge tech to redefine the fan experience. Whether watching from the stadium seats, your home or mobile device, they wanted to make sure fans felt like they were part of the action. And they needed a partner who could turn that bold vision into reality. They chose Diversified.

SOLUTION

To develop a project playbook that would rival a national network, Monumental brought Diversified in early to deliver a design for their brand new purpose-built broadcast facility that would transform it into a game changer for fan and viewer experience—not to mention future-ready to adapt to whatever tech advancements are on the horizon. Spanning two floors, it features the latest in broadcast technology, including SMPTE ST 2110 for uncompressed video over IP across redundant and diverse power and infrastructure systems.

STUDIOS THAT STEAL THE SHOW

Two state-of-the-art studios are capable of covering multiple games simultaneously. Combined with two insert studios for interviews and other content, the facility offers unmatched versatility. On non-conflict nights, they create one massive space worthy of a national telecast. With 24 studio cameras and 1,200 square feet of 4K LED monitors, it's visual eye candy for fans. Plus, innovative robotic cameras create dynamic shots that elevate preand post-game shows, bringing viewers closer to the action like never before.



"This new IP-based media center paves the way for higher quality video, better programming, and more content about our fans' favorite teams. We're so excited to deliver a national broadcast-quality experience to one of the largest and most influential markets in the world."

Zach Leonsis
President of Media & New Enterprises,
Monumental Sports & Entertainment

THE POWER BEHIND THE PLAYS

Behind the scenes, five cutting-edge control rooms, each capable of producing 4K HDR content with full graphics, enable the network to flawlessly cover multiple events simultaneously. At the heart of this advancement, the IP-based media center not only delivers higher quality video and improved programming but also opens the door to a wealth of new content centered around fans' favorite teams.

The system's ST 2110 infrastructure delivers added flexibility and scalability, ensuring the network can adapt to future broadcast advancements. Monumental plans to continue the enhanced viewing experience with a future transition to 4K promising viewers stunning high-definition visuals. The facility's design also minimizes cabling needs and streamlines workflow management, further enhancing efficiency and production quality.



SOLUTION (continues)

MEDIA SUPPLY CHAIN MAGIC

Even the best cutting-edge technology can be crippled without a solid media supply chain infrastructure. Diversified, alongside our partners, delivered innovative workflows that allowed Monumental to juggle many programs at once—seamlessly acquiring, ingesting, tagging, managing and delivering many content versions across different platforms. Whether it's broadcast, print, in-venue apps, IPTV, or media partners, Monumental's media supply chain is the key to delivering dynamic content, making sure the right version hits the right outlet, every single time.

ONGOING SUPPORT THAT DOESN'T QUIT

Every good sports team has a strong bench of support players ready to enter the game at a moment's notice. To ensure they get the most out of their cutting-edge facility, Monumental partnered with Diversified for a tailored managed service solution. With the Assurance program, Monumental enjoys on-demand troubleshooting and helpdesk support whenever they need it.

But the real game changer was a dedicated on-site technician from Diversified's Adopt program. This expert handles everything from training staff and providing show support to troubleshooting and cleanup. Our Adopt service and technician provides that safety net to keep operations running smoothly and stay ahead of technical hiccups.

"This best-in-class workspace will ensure we deliver the most remarkable version of sports programming to our fans across the DMV region and truly allows us to be in a class of our own amongst local media platforms across the country."

Friday Abernethy
General Manager, Monumental Sports Network

"The SMPTE 2110 system and other innovative technologies leveraged in our new facility not only will help us deliver a higher quality broadcast to fans this season but will allow us to continue to innovate and improve our product moving forward."

Charlie Myers
Chief Technology Officer,
Monumental Sports & Entertainment

IMPACT

Monumental produces an unmatched array of high quality live and on-demand content. Its cutting-edge technical infrastructure and enhanced production capabilities are the backbone behind their success in redefining what regional sports broadcasting looks like for the entire industry.

Monumental's new SMPTE ST 2110 facility stands out as one of the most advanced RSNs to date. Their new innovative platform not only elevates the in-venue and at-home fan experience today, but also boasts tremendous flexibility and scalability for future growth. By taking control of their content and making strategic tech investments, Monumental isn't just telling their story—they're writing the playbook for the future of sports broadcasting.

SOLUTIONS

- Audio Visual
- Broadcast Production/Post
- Media Supply Chain
- Scenic/Lighting
- Structured Cabling

SERVICES

- Advisory Services
- Design
- Integration
- Adopt On-Site Support
- Assurance Support Service

TESTIMONIAL



See what the client has to say about their experience

Diversified is a leading global provider of audio visual and media solutions, specializing in designing and building installations of unmatched complexity and scale. Serving the world's biggest brands, venues, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.