



In-Venue Video Board Preparation & Payout

Automating Content Preparation for Every Screen in the Venue

Flawless In-Venue Display Protects Fan Experiences & Sponsor Value

Modern sports venues rely on a wide array of display technologies to enhance the fan experience and deliver everything from live game highlights to sponsor content. These include 360-degree ribbon boards, court-side stanchions, concourse IPTVs, and massive stadium video boards.

Preparing, converting, and quality-checking content for every display quickly becomes a manual, time consuming, and costly process. With dozens of unique display types across a single venue, production teams often create multiple versions of the same asset to meet different screen requirements. This adds unnecessary complexity, slows game-day updates, and reduces the time available for creating engaging fan experiences.



The Challenge: Complex Display Requirements Create Manual Bottlenecks

Modern sports venues feature a fragmented landscape of displays with non-standard resolutions and extreme horizontal rasters, such as 15840 × 72 for 360-degree ribbon boards. Because every screen requires exact pixel-to-pixel mapping, preparing this content creates a major workflow bottleneck. Without automation, editors and engineers are forced to manually calculate crops, update codecs, pad pixels, and re-render assets for each unique display, creating significant workflow bottleneck.

This manual approach introduces significant operational risk, particularly when last-minute game-day changes apply heavy pressure on production teams. If an asset is improperly formatted, a sponsor logo gets stretched, or a bitrate spikes beyond the playout server's limit, the content may fail during playout. These technical failures on video boards require high-pressure manual intervention from engineers and carry real revenue impacts, potentially resulting in costly make-goods and lost sponsorship value.

The Solution: Set-and-Forget Workflows to Eliminate Manual Workload

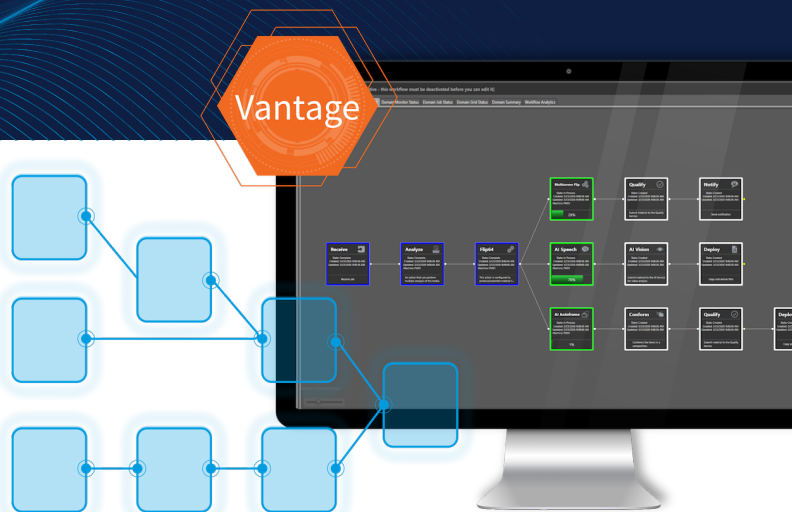
Vantage automates the complex media preparation required for every display across the venue, offloading raster normalization, transcoding, and formatting tasks from editors to automate workflows. By automating these processes, editors can simply "save and send" a single master high-resolution file. Through precision raster normalization, Vantage eliminates manual "pixel-fixing" by automatically cropping and padding the asset to the exact pixel dimensions required for every unique LED surface in the venue simultaneously.

Beyond visual formatting, Vantage ensures flawless in-venue execution and complete playout reliability by automatically transcoding to the specific hardware codecs required by venue systems. Vantage automatically generates the codecs and native formats required by each venue system, including XPression Codec (with or without Alpha) for Ross environments and HAP or optimized H.264 for Daktronics systems. Additionally, Vantage provides zero-touch audio and quality control. It automatically normalizes audio to ITU 1770-4 standards so that quiet player interviews and loud sponsor commercials share the same perceived volume, while automatically detecting issues such as interlacing and black frames before content reaches venue displays.

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From Manual Content Preparation to Flawless In-Venue Delivery

By automating the complex preparation of in-venue content, Vantage eliminates technical bottlenecks, protects partnership revenue, and helps deliver a flawless fan experience.



The benefits of Vantage are:



Reclaimed Creative Capacity

Vantage eliminates manual "pixel-fixing". Editors simply "save and send" a single master high-res file. Vantage automatically handles the math, cropping, and padding of the asset to the exact pixel-dimensions required for every LED surface in the venue simultaneously.



Protection of Sponsor Value

Vantage preserves sponsor branding and technical accuracy across every display, protecting partnership value and reducing the risk of make-goods.



Faster Content Turnaround

Eliminates manual steps and engineer intervention, enabling frame-accurate, reliable playout directly from the automated workflow.



Elevated Fan Experience

Delivers pixel-accurate, color-accurate, and flawlessly formatted content to every screen in the venue, maximizing the impact of live events.

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Learn more about Vantage:
telestream.com/vantage



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