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ONE CONFERENCE, ONE BROADCAST

How Tata Communications Media managed college football production across the American Conference, under one roof — from scattered to seamless, snap to screen.



MEET THE AMERICAN

One conference. 15 institutions. Built to rise, with football at its heart.

The American Conference is one of college sports' Tier 1 conferences, featuring universities from the northeast to the southwest of the United States, each fielding 20 to 30 sports and chasing the same prize. In football, that prize is the College Football Playoff. From its conference office in the Dallas area, the American governs the competition, sets the rules, and carries the brand.

Football is the marquee property. Through its agreement with ESPN, the American delivers the bulk of its football slate to ESPN+, the network's subscription-based digital platform. It's a season of high-speed, high-stakes Saturdays, watched by fans across the country.

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THE COVERAGE GAP

One brand, fractured game to game.

Here's the catch with a conference this size. Dozens of games, as many venues, and historically, a patchwork of different production companies behind them. Every crew brought its own look, its own announcers, its own on-air feel. Watch two American games back-to-back, and you might never guess they belonged to the same conference.

> *Our schools stretch across the country, and every one of them deserves a broadcast that looks and feels like the American. One partner gives us consistency and continuity, with the same standard at every game and every venue.*
>
> **Chris Grey,** Assistant Commissioner, Content and Media Partnerships

That fragmentation carried a cost. Quality swung from game to game. There was no single broadcast identity to build a brand around. And the conference office spent its energy coordinating vendors instead of growing the sport. Factor in ESPN's exacting delivery standards, far-flung venues, and the tight turnaround of a packed Saturday schedule, and the need was evident: make every broadcast feel like one premium network, at scale, without the costs spiraling.

THE GAME PLAN

One partner. One playbook. Every game, on brand and on air.

The American didn't need another camera crew. It needed a partner to own the entire production model. That's where we came in. Tata Communications Media, also known as The Switch, stepped up as a single, end-to-end production and connectivity partner for the conference.

We built one templated broadcast workflow and ran it across every game, with a single coordinating producer holding quality steady from kickoff to kickoff. We worked hand in hand with the conference's broadcast, marketing, operations, finance, and executive teams on everything that makes a network feel like a network. Creative strategy, branding and graphics, talent standards, run-of-show, and sponsor integration — nothing is left out. We brought in and managed outsourced production companies, aligned weekly with ESPN and on-air talent, and kept a 24/7 watch over every feed.



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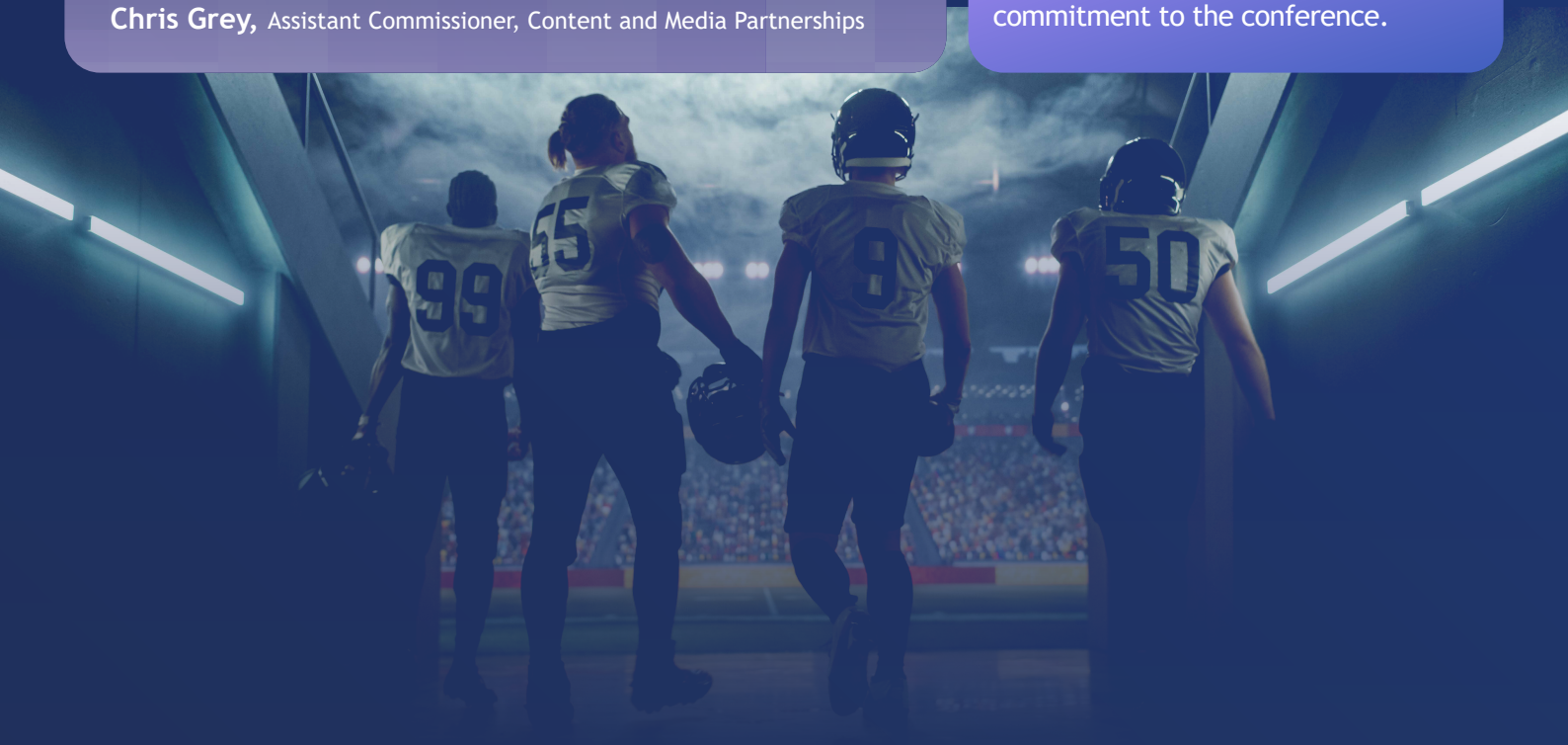
> *What stood out about Tata Communications Media was that they thought like a true partner. They took on the whole production model with us, from the talent in the booth and on the sideline to what goes on air, giving the conference one consistent identity across every game.*
>
> **Chris Grey,** Assistant Commissioner, Content and Media Partnerships

The **result** was a unified production model with one point of accountability. Everything in-house; one partner and standard, backed by an annual commitment to the conference.



FROM SNAP TO SCREEN

One pipeline, from the stadium to ESPN+.

Behind the polish was a single, flexible pipeline, engineered to make every game, at any venue, reach ESPN+ looking like it belongs to the same network. Every game was delivered to ESPN's platform, built to ESPN+ specifications.

A production model that flexes

We produced as needed — fully on site or remotely (REMI) from The Switch @ Victory in the Los Angeles area. So, a Saturday stacked with simultaneous games got covered in the most effective and efficient way.

Capture and contribution

Pulling cameras back to Victory, we used our MIMiC TX video transport for REMI, carried over first-mile IP and Tata Communications' global network, with built-in redundancy on every feed.

A unified creative layer

Shared graphics, branding, talent standards, and run-of-show turned separate broadcasts into one consistent viewing experience.

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IN THE END ZONE

One model. Every game, enhanced.

Line it all up, and the wins stack by design:

One conference, one broadcast

A templated, centrally produced workflow meant every game looked and felt like the same premium network, no matter which school was hosting or where on the map it was.

Standards raised, every week

With decades of live-sports production behind us and ESPN+ discipline built into the workflow, broadcast-grade quality stopped being an aspiration and became the baseline, game after game.

One partner, far less to juggle

A single team owned the strategy and the execution, the outside vendors included, freeing the conference office to focus on what it does best: growing the sport.

Scale without the spiral

Remote production from Victory meant a sprawling, multi-venue season got produced efficiently, with room to add more.

A platform, not a one-off

The same foundation is built to carry the conference's next ambitions, from new content to new revenue.

> *For the first time, a fan watching any American game gets the same quality and the same look, whoever is playing. That's the production value our institutions deserve and demand, and it's a foundation we'll build on across all our sports.*
>
> **Chris Grey,** Assistant Commissioner, Content and Media Partnerships

This is a model proven in the most demanding corners of live sport. We've produced for ESPN and CBS Sports for years, including packaging the Acrisure Basketball Series, 13 live college basketball games delivered across Thanksgiving week, and we draw on a national roster of more than 11,000 production professionals to scale to any venue, anywhere. The same expertise powers global properties like Formula 1 and SailGP. The American gets all of it, aimed at a single goal.

THE LONG GAME

One kickoff, with the whole season ahead.

Football is the kickoff, not the final whistle. The same foundation is built to grow into media asset management, archiving and storage, cloud production, and live social clipping and distribution, turning a season's content into a year-round asset. Beyond that are studio programming, increased distribution, fresh sponsorship and monetization opportunities, and coverage that extends past football to the conference's full sports calendar.

It's a blueprint for what modern college-sports broadcasting can be: unified, scalable, and built for whatever the American does next.

Tata Communications Media & Entertainment

Tata Communications Media powers live sports and events for many of the world's biggest properties, combining production, global video transport, and cloud media services into one fully managed, end-to-end solution.

Explore Tata Communications Media & Entertainment Services

Write to us at:
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