



Case Study | TV 2

Having acquired the rights for several major events in the sports calendar, including Tour de France and Wimbledon (and other Grand Slam tennis events), Denmark's state broadcaster TV 2 needed to source additional capacity to play this newly acquired content out on their OTT service "TV 2 Play."

With a packed sporting schedule over the summer of 2021 they were keen to have a solution in place quickly and so evaluated a number of suppliers to establish who could meet their requirements for flexibility on time and on budget.

TV 2 have been a valued Pebble customer for many years, and were a driving force in the foundation of the Pebble User Group which hosts annual meetings at customer sites around the world – or online when travel isn't possible. As a direct result of seeing the demonstrations we provided during our Pebble User Group virtual meeting at the beginning of 2021, they realised that Pebble could be the flexible solution they were looking for. We quickly organised customised demos and technical discussions, and the requirements and scope of the project were finalised during February and March.

Pebble's Finance, Sales and Legal teams came together to provide a viable rental model that worked for both Pebble and TV 2 – all whilst navigating the intricate details of such a critical contract for both parties. The order for our Integrated Channel solution to deliver 16 Channels to air was then confirmed in March, with the on-air date set for June as the players stepped on to the court at Wimbledon and the Tour de France cyclists readied for the Grand Départ.

Thanks to the outstanding efforts of the Customer Fulfilment team who put in the extra hours during the initial configuration, some of which was 'blind' no thanks to the pandemic, the commissioning went smoothly. In fact the biggest challenge wasn't remote working,

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but the inability to rely on usual delivery times for crucial hardware such as servers and graphics cards. But thanks to some lateral thinking and in partnership with TV 2 we were able to access alternative supply routes. And despite not having access to these servers during the crucial pre-configuration, our experienced team were able to ensure that when it came to retesting upon the delivery of the servers, everything worked flawlessly.

With final adjustments made to meet TV 2's rigorous graphics requirements the project was completed and on air in time as these major sporting events commenced in June.

We're incredibly proud of how our team delivered this project in alignment with our Pebble Values:

Be the expert

Our expertise reassured TV 2 that we could provide a flexible solution to meet their needs quickly and that we were the best partner for the project.

Find a solution and Success through partnership

By working collaboratively with TV 2 we overcame the constraints of the long delivery timescales hardware (induced by the pandemic) and found other ways to get what the customer needed when they needed it.

Do the right thing

We rose to the challenge to help TV 2 – a loyal and valued customer who we have worked closely with for quite some time – when they needed us most. Our skilled engineers worked above and beyond to install a solution that increased TV 2's capacity to play out time-critical sporting events, including Tour de France and Wimbledon just in time - bringing 16 channels to air before the end of June.

Every pebble matters

We refer to our workforce as 'pebbles' and we also consider our customers as 'pebbles' too. Every person working on this project from both Pebble and TV 2 mattered. Each and every one of them played a crucial role to deliver the scope perfectly to plan, on time and on budget. We are part of their team at TV 2, and in turn they are part of our team. We worked together to find a solution for every challenge that came our way, highlighting that we are not only a solutions company, we are also a people company.

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