



CASE STUDY

## **BBH drives broadcast quality experience for esports production with Panasonic live camera systems**

Swedish broadcast facilities company Best Broadcast Hire (BBH) is using Panasonic solutions to broadcast some of the major eSports events around the world, including FIFA eSuperliga, the BLAST Pro Series across seven different countries and the recent StarLadder MAJOR tournament in Berlin.

*"The typical challenge for eSport broadcasting is the frequency integration required between the live and computer images but with the Panasonic equipment there is no latency and that means we don't need any converters and that saves us a lot of time and money"*

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**Ulrik Samuelson**  
CEO at BBH



At the FIFA eSuperliga tournament in Copenhagen last month, BBH used the [AK-UC4000](#) UHD camera system for studio wide shots, live action, close-ups and fan reactions. The tournament sees 16 teams compete over eight weeks for a 49,000 euro prize pool.

Superior image quality and a flexible camera system were key features required to support the FIFA eSuperliga, whilst the single sensor and Low Skew Mode found in the [AK-UC4000](#) camera prevented any potential issues with unwanted moiré screen patterns when using a large amount of LED screens. The system delivers simultaneous HDR output in UHD and HD with selectable 2x, 3x and 4x HD slow motion.

