

Harvard Athletics Transforms Collegiate Sports Storytelling with AJA Gear



Between the maturation of IP and remote production



workflows, collegiate sports production is advancing rapidly. For an Ivy League institution like Harvard, keeping pace requires an agile production pipeline and dependable gear. Its athletics department delivers over 325 live NCAA Division 1 sports productions and 500 edited videos a year.

To ensure reliable video capture, streaming, recording, and signal conversion, Harvard Sr. Associate Director of Athletics for Content and Strategic Communications Imry Halevi banks on AJA gear. He leverages it to broadcast and stream games to fans and produce media that spotlights the personalities behind them.

“Creating compelling stories for audiences to watch across platforms while also preserving Harvard Athletics’ rich history is our mission, which means we’re never standing still. We are constantly gathering input from our core audience and innovating,” he noted. “When it comes to our workflow, people depend on us to do our job well, and we depend on equipment to get the job done, so the flexibility and reliability our AJA gear provide are paramount.”

Harvard Athletics’ production pipeline has evolved significantly since Halevi joined the university 14 years ago. Back then, the crew traveled to each venue to produce the games, and scoreboard content was more limited. Today, Halevi and crew produce most of the broadcasts, streams, and scoreboard media remotely for distribution to more channels using two centralized on-campus control rooms that power a distributed NDI workflow.



“We now remotely produce everything from two master control rooms and are

streaming to more platforms than ever. We’re creating long-form content for YouTube and ESPN+, and short-form videos for Instagram, Facebook and TikTok,” explained Halevi.

Read the full story, and find out how AJA solutions, like BRIDGE NDI 3G, FIDO Mini-Converters, HELO

Plus, and U-TAP, help Halevi’s team bring these stories to life. www.aja.com/news/story/2383

