TourGigs, LLC

MainConcept Codec technology solves encoding and streaming challenges for TourGigs' live concerts and music video productions

Producing and streaming live concerts presents enormously complex logistics. For example, editing a live concert is all about timing, and quality degradation can interrupt the pace of the entire production. TourGigs specializes in producing big moments – for live music concerts, festivals, music videos and documentaries targeting on-demand viewing for some of the hottest tickets in music today. Learn how TourGigs' long-time expertise in all aspects of movie production and MainConcept's broadcast technology produce high fidelity viewing experiences and engage global fans around big moments in music.

PRODUCTION CHALLENGES

TourGig's journey began in 2011 with an idea to film all aspects of a band's tour and produce DVDs for resale. At the time, most live broadcasting was done via linear TV, which was then offered several months later for on-demand viewing on physical discs like DVD and Blu-ray. The TourGigs team traveled with the band, setting up cameras and on-premise video production equipment before shows -- filming and producing each event along the way. Not only could the TourGigs team produce an entire tour much faster by traveling and filming from the tour bus, their DVD productions allowed fans to go on tour with their favorite bands and savor intimate behind the scenes details.

Soon after, better bandwidth and more efficient video compression standards like H.264 set the stage for video streaming and added a new opportunity for TourGigs to live stream concerts. So, the TourGigs team retooled with more powerful hardware, producing live concerts onsite and streaming them to fans online. Nowadays, TourGigs produces live and on-demand content for artists, record labels, brands, promoters, festivals and corporations. Some of their music partners include rock legends like Bruce Springsteen, Pearl Jam, U2, Lauryn Hill, Gov't Mule, and Umphrey's McGee, as well as companies like Facebook, Apple Music, Sony Music, and others.

MARKETS:
- OTT
- Radio / TV
- Live
- DVD / Blu-ray

USE CASES:
- Live Streaming
- Tour Pass
- Music Videos
- In-Studio Films
- Pre-Show Films
- Festival Services

MAINCONCEPT SDKS:
- HEVC/H.265
- AVC/H.264
- Apple HLS
- RTMP

Live Production Challenges

Filming events using multiple 4K cameras is becoming more mainstream. Shooting high quality video requires more powerful high-end server systems for multi-channel encoding, real-time data processing and massive storage that is both portable and has redundancy. In the case of online live streaming in Apple HLS or via RTMP, a dedicated upstream bandwidth of 5 Mbps from the venue is required to guarantee a seamless and reliable viewing experience.

For onsite fans, especially for guests seated further back, TourGigs delivers content to IMAG (Image Magnification) showing videos on big screens at the venue, which requires live editing directly from the stage with external content or different camera feeds.

For both live & VoD (Video on Demand) productions, the technical challenges for the hardware and software are enormous. At TourGigs, a typical concert involves shooting with up to 10 cameras and ingesting, editing, generating proxy files, previewing, encoding and processing huge amounts of data in real-time. And, since TourGigs produces and broadcasts onstage from nearly anywhere, they bring the entire video production chain to every event. They use different products with specifications for robustness, flexibility and reliability. Among these essential products are Wowza and Adobe, both using MainConcept codec technologies.

SUCCESS STORY

As a successful concert streaming company, TourGigs delivers multiple levels of productions, ranging from B-roll and social media, multi-camera live streams to full theatrical productions. Their crew of creatives, engineers and editors are directing the complete shows, allowing them to share their client's events with people around the world.

When it comes to producing and live streaming a concert in real-time, many things have to be taken into consideration. One being camera location. When different cameras are placed throughout the venue, it requires multiple cameramen on stage and operating drones to create new visual impressions. In the master control room, all incoming camera feeds are processed, while the director decides camera switching for the main view, as all feeds are encoded in proxy format for previewing and live editing including B-roll content. The end result should leave the online viewer feeling as if they are onstage. Live video editing for TourGigs is all about timing; but when it comes to editing music, timing is even more important.

Processing this amount of data requires innovative yet vigorous hardware. When different feeds are mixed on-the-fly, live video is ready for distribution. The whole workflow is architected with redundancy in place to avoid any technical interruptions or delays.

Finding the right software for producing a show is crucial to success. To minimize risks, TourGigs has been looking into brands with unprecedented experience in encoding and streaming, global engineering support and cloud-based business models.

Using Wowza's renowned streaming solutions gives TourGigs the flexibility and quality they expect. As a technology provider and trusted partner to Wowza, MainConcept delivers the underlying codecs for many of their products. Incorporating MainConcept's AVC/H.264 and HEVC/H.265 SDKs enables the processing of incoming live feeds with real-time transcoding into RTMP and Apple HLS compliant content in flawless quality. Combined with Wowza's industry-leading streaming products, a live concert is delivered by TourGigs as RTMP or in different HLS quality layers to various CE, PC and mobile devices for unrivaled entertainment.

"At TourGigs, we provide 'in the moment' live event experiences for remote fans across the globe, and we trust MainConcept technology to capture these exceptional moments in superior quality."

SEAN BARNICLE, COO @ TOURGIGS, LLC

Aside from live OTT production, TourGigs produces concert films, documentaries and music videos for VoD consumption. All camera feeds from live events are processed and stored for offline editing.

For 4K video editing and production, TourGigs needs state-of-the-art hardware as well as powerful and reliable video-editing software. For these types of projects, they use Adobe Premiere Pro.

TourGigs shoots with professional cameras manufactured by Sony and Blackmagic Design, where importing recorded video into Adobe Premiere Pro is seamless and fast – thanks to MainConcept's decoding SDKs and their certification by camcorder manufacturers. In addition to import, MainConcept's audio/video decoder and demultiplexer libraries are used for preview and timeline playback in Adobe's flagship production tool.

Adobe Premiere Pro is capable of processing multiple camera views on the timeline simultaneously. The TourGigs editor easily cuts the film, while adding special effects, text overlays and transitions, giving users the ability to move around clips between various video tracks to create the full project. Adobe Premiere Pro also enables users to insert additional content, such as backstage material, interviews, scenes from the tour bus, and to perform color grading and correction to tweak the overall appearance and preserve the same tone throughout the entire film.

After post-production, the project can be finalized for release using one of the many ready-to-use presets for all leading media types and output targets. Powered by MainConcept's AVC/H.264, HEVC/H.265, MPEG-2 and other popular codecs, TourGigs uses Adobe Premiere Pro to render the final film in excellent broadcast quality for VoD delivery directly from the timeline.

THE WRAP UP

The TourGigs team has managed over 2,000 successful events since 2011 and has built a legacy of trust and dependability with performers and concert goers. Their deep expertise in music and concert production makes them a sought-after partner for clients like Jack White, Willie Nelson, Jack Johnson, Bruno Mars and many more highly acclaimed musical artists.

TourGigs' future plans are centered on managing and producing large shows, working with popular artists and creating immersive music documentaries and videos that complement the onstage viewing experience.

MainConcept has more than 25 years of experience building state-of-the-art codec technology and is trusted by more than 800 customers globally. By enabling market leaders like Adobe, Wowza and others with powerful collections of Encoder and Decoder SDKs, cutting edge content creators like TourGigs can focus on creating unforgettable live and VOD events for remote music fans and trust MainConcept technology to capture each moment with impeccable quality, performance and reliability.

REQUEST A DEMO:

MAINCONCEPT SDKS

Free evaluation downloads are available for testing.

CONTACT TOURGIGS

TourGigs, LLC
6400 FM 969 Austin,
TX 78724
USA

www.tourgigs.com
projects@tourgigs.com

CONTACT MAINCONCEPT

MainConcept GmbH
Elisabethstr. 1
52062 Aachen
Germany

www.mainconcept.com
sales@mainconcept.com