

FOX delivered a flawless Super Bowl LIX, thanks to the operational excellence enabled by Momento and AWS

Super Bowl LIX drew a massive streaming audience of 15.5 million, pushing the limits of streaming infrastructure. To meet the challenge, Fox partnered with Momento and Amazon Web Services (AWS) to develop the scalable and reliable Fox Media Collection and Viewership Beacons Service (MCVBS), ensuring a seamless streaming experience for the Super Bowl and future high-demand events.

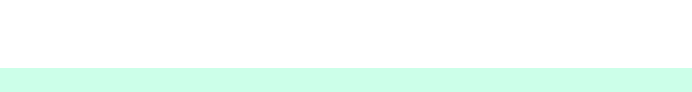
What does flawless game-day execution look like?

Super Bowl LIX stats

Record-breaking stream

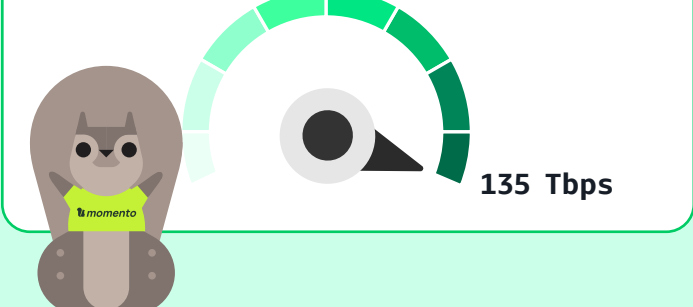
Fox's Super Bowl LIX stream on Tubi hit 15.5M peak concurrent unique devices with more than 24M total unique viewers.

15.5 million
Peak concurrent unique devices



Massive CDN capacity

Multi-CDN approach reaching a peak of **135 Terabits per second** across 4 CDNs



Exceptional quality: Low rebuffering and high 4K adoption

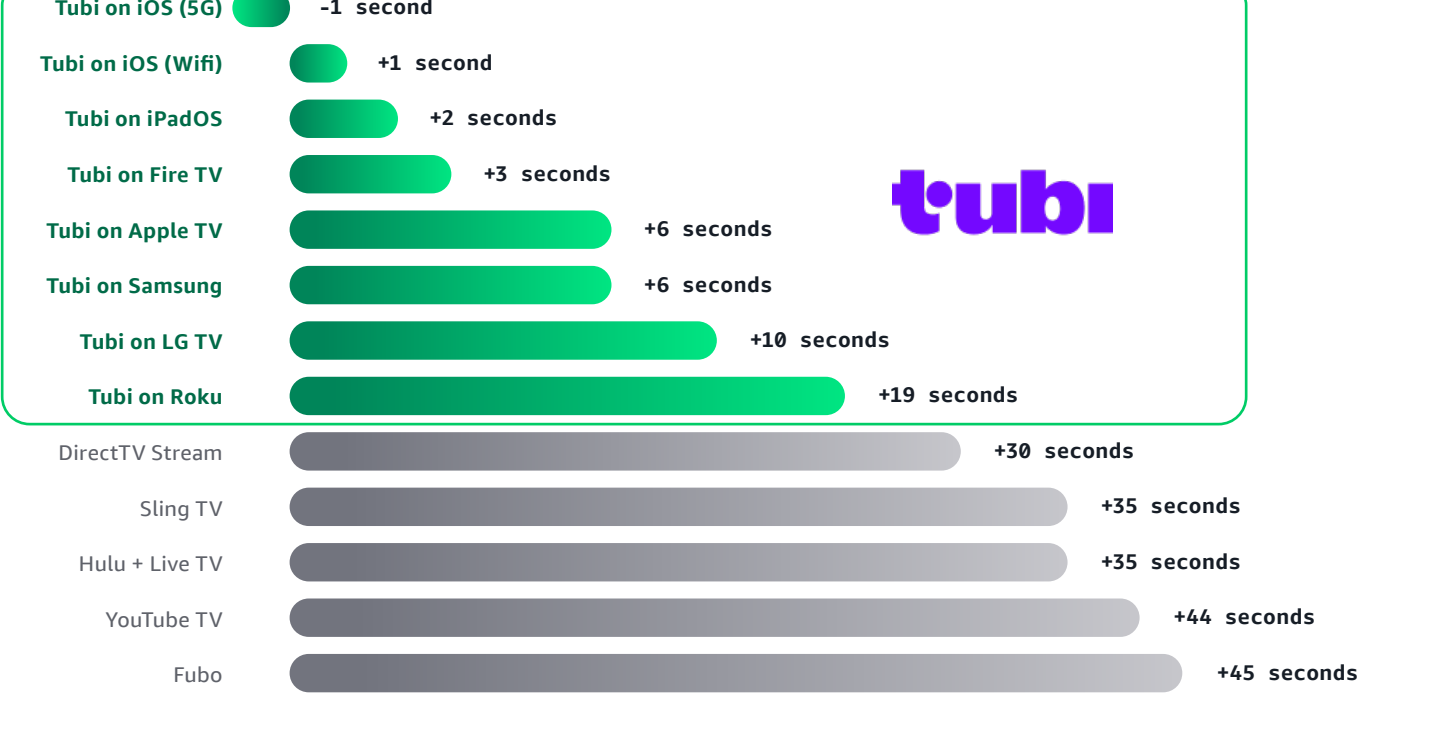
0.5%
rebuffer rate

28%
viewership in 4K

Low-latency streaming: Beating broadcast

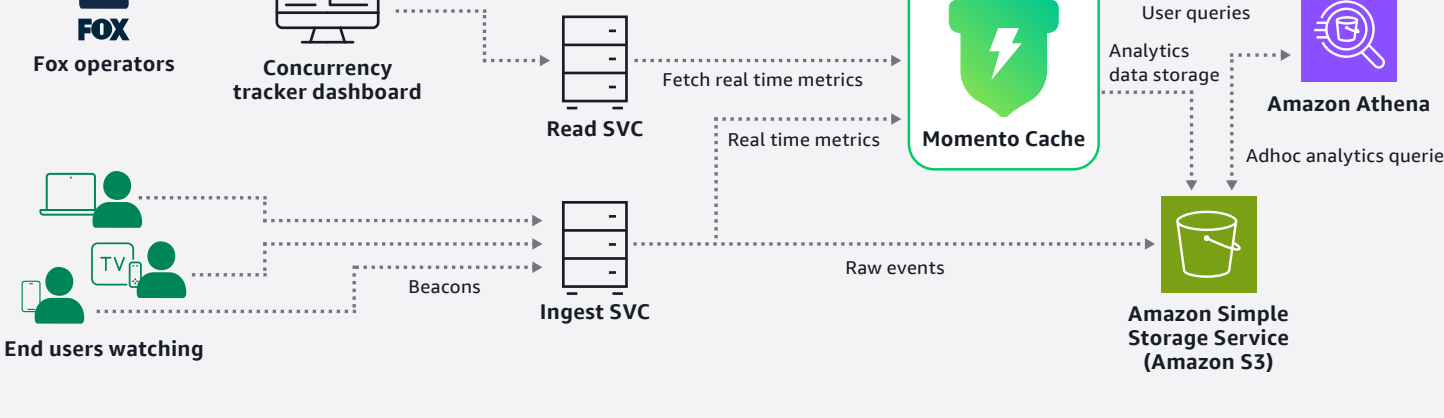
Faster than broadcast delivery requires faster than broadcast delivery decision making.

Faster than broadcast



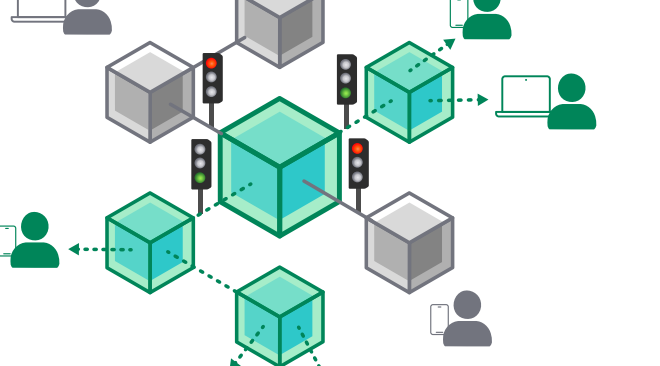
25 billion beacons, one flawless experience

25 billion beacons from the Tubi app, collected at nearly 2 million per second, provided the detailed insights needed to deliver a flawless viewer experience.



Multi-CDN optimization

A multi-CDN solution with granular traffic control for optimized delivery.



Building muscle memory: Operational excellence in action

Practice makes perfect: Multiple test runs of the event including disaster rehearsals.

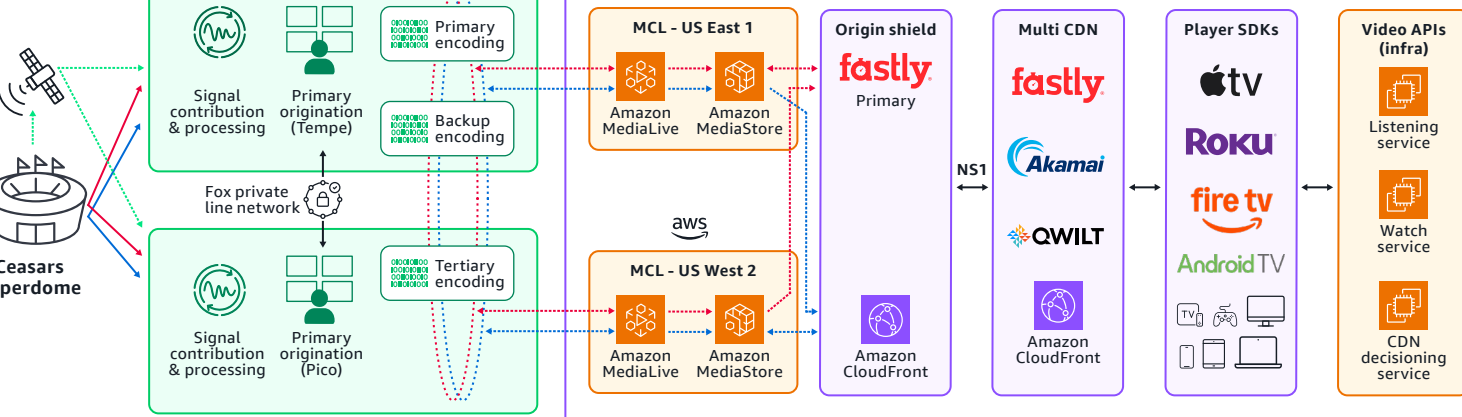


“Operational excellence should be muscle memory; you won’t have time to read a manual when things go South.”

–Mayur Srinivasan, SVP, Digital Video Platform at FOX

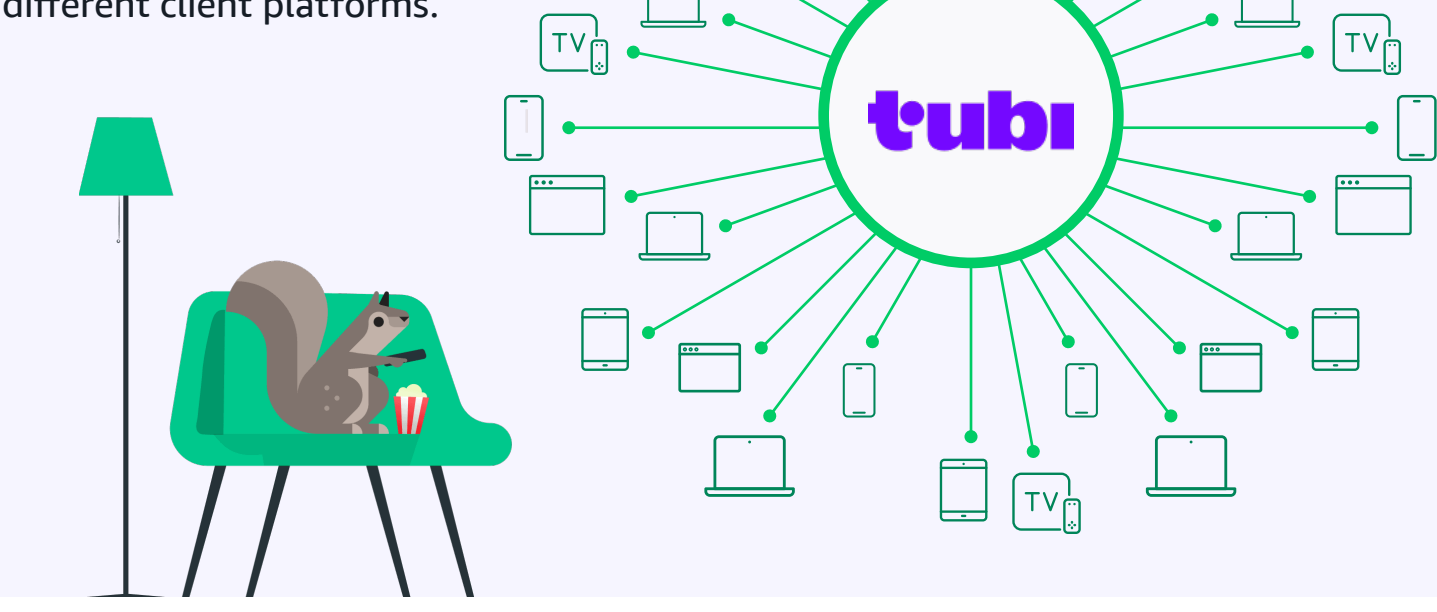
Strategic video workflow architecture

Streamlined to handle the massive viewer load with smart multi-CDN routing, real-time analytics instrumentation, and robust disaster recovery.

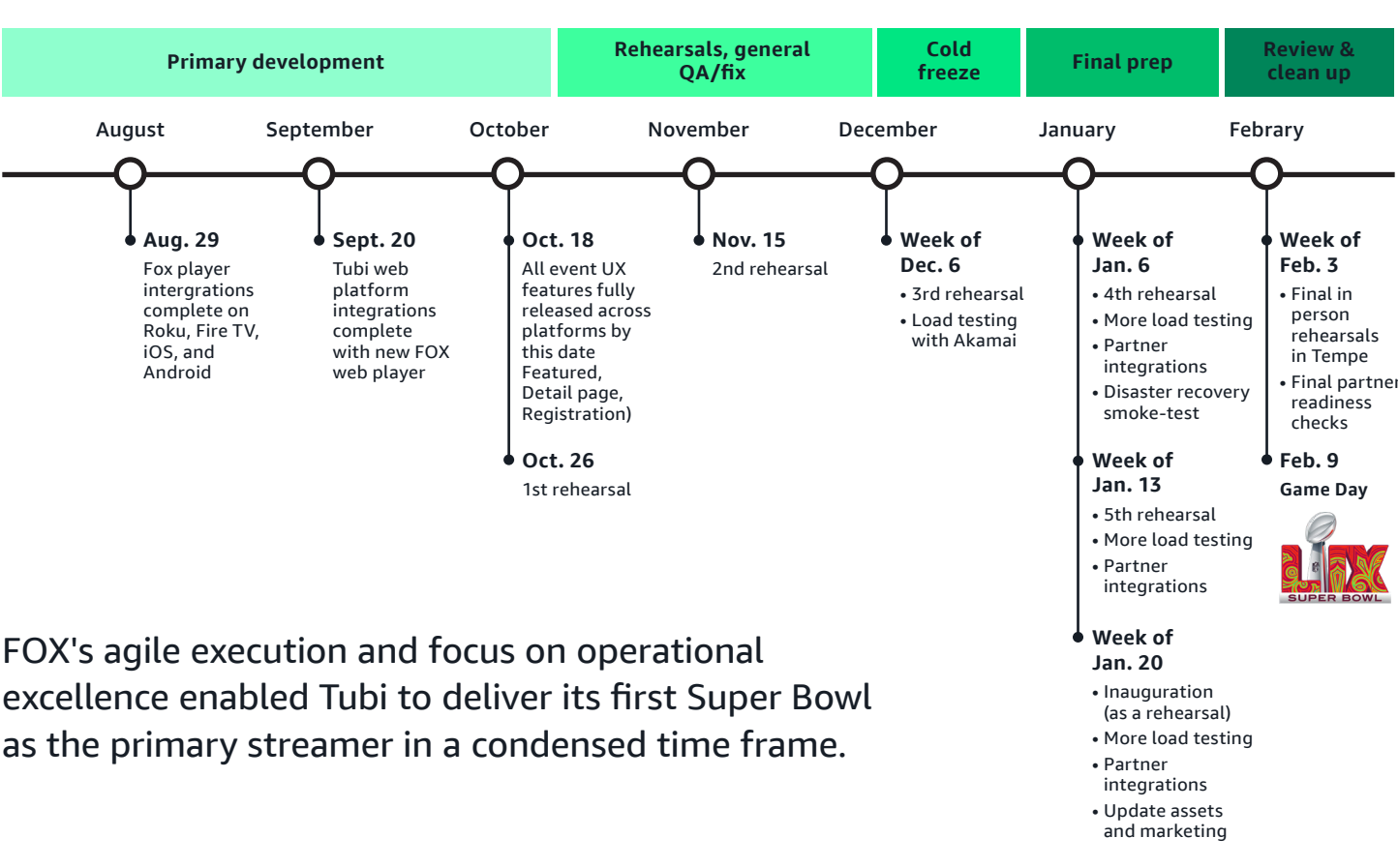


Scaling across 29 client platforms

Successfully scaled the Tubi experience to deliver Super Bowl LIX across 29 different client platforms.



The timeline of a super debut



FOX's agile execution and focus on operational excellence enabled Tubi to deliver its first Super Bowl as the primary streamer in a condensed time frame.

About Momento

Momento enables fast, efficient, and cost-effective deployment of scalable product infrastructure. The fully-managed platform provides robust, ready-to-use tools including event fabric, programmable gateways, and tiered caching. Momento, a participant in the AWS Global Startup Partner Program, is relied on for the

most important launches and products by global leaders including Capcom, FOX, and Nubank to deliver mission-critical performance and reliability. Learn more at gomomento.com.

